

# *Southern* **BUILDING SUPPLIES**

OCTOBER, 1954

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

## *Transforms Warehouse into Model Sales Room*

PAGE 37

## Glass Beehive Draws Sweet Prospects to Store

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## *How to Keep Sales High During Holiday Season*

PAGE 38

12,100 COPIES THIS ISSUE

## **What's Coming Up at annual Southeastern Dealer Forum - Show**

PAGES 43-50

*10 reasons why  
you get more  
Do-It-Yourself  
dollars with*

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## ALUMINUM SCREENS

Here are some mighty important reasons why more and more "Do-It-Yourself" customers are buying BURNS Aluminum Tension Screens. "Live Wire" Tension . . . an active, lively, springy tension that locks tight and stays tight and patented BURNS

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# TWIN-TILT

again leads the hand truck field



Figure 1

*with*

# SWINGARD

an extra safety feature



Figure 2

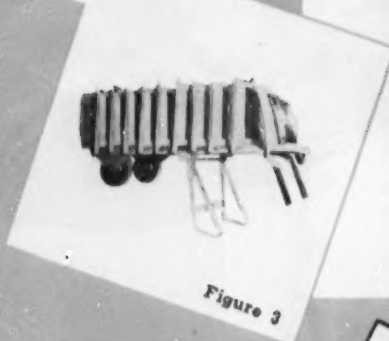


Figure 3

The SWINGARD is a safety feature built by TWIN-TILT TRUCK CO. which attaches easily and quickly to any heavy duty hand truck. It is of sturdy, bar iron construction with accurately machined shaft and mountings, (Figure 1). The Guard swings completely out of the way when the truck is moving the load, (Figure 2). Swings to safety position if the truck is dropped, (Figure 3).

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# Southern BUILDING SUPPLIES

October, 1954  
Vol. 9 No. 10

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

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## Business Representatives

CHICAGO: Robert A. Blum, 553 North Michigan Avenue, Tel. Central 6-4181.

CLEVELAND: W. G. Sheehan, 17021 Amber Drive, Cleveland 11, Ohio. Tel. Winton 1-1806.

GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.

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See Sweet's Light Construction File 5b/Ru for additional data or write



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**Building Material Merchants of Georgia**—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: Allen Johnson Sr., Albany, Ga.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: W. M. Spurrier, Charlotte, N. C.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: Ray C. Tylander, West Palm Beach, Fla.

**Kansas Lumbermen's Association**—Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: Henry C. Wildgen, Hoisington, Kas.

**Kentucky Retail Lumber Dealers Association** — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: H. L. Shannon, Henderson.

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**Lumbermen's Association of Texas** — 304 First Federal Savings Bldg., Austin, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Harvy L. Richards, New Braunfels, Tex.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENNypacker 5-5377. President: W. R. Lamar, Washington, D. C.

**Mississippi Retail Lumber Dealers Association** — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Sam Simmons, Grenada, Miss.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: H. J. Munnerlyn, Bennettsville, S. C.

**Oklahoma Lumbermen's Association** — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel.: 7-0338. President: Virge Steger, Durant, Okla.

**Southwestern Lumbermen's Association**—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: Sam M. Arnold, Kirksville, Mo.

**Tennessee Building Material Association**—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

**Virginia Building Material Association** — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Forrest G. Brice, Ashland, Va.

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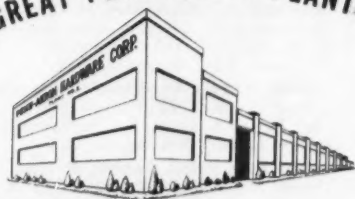


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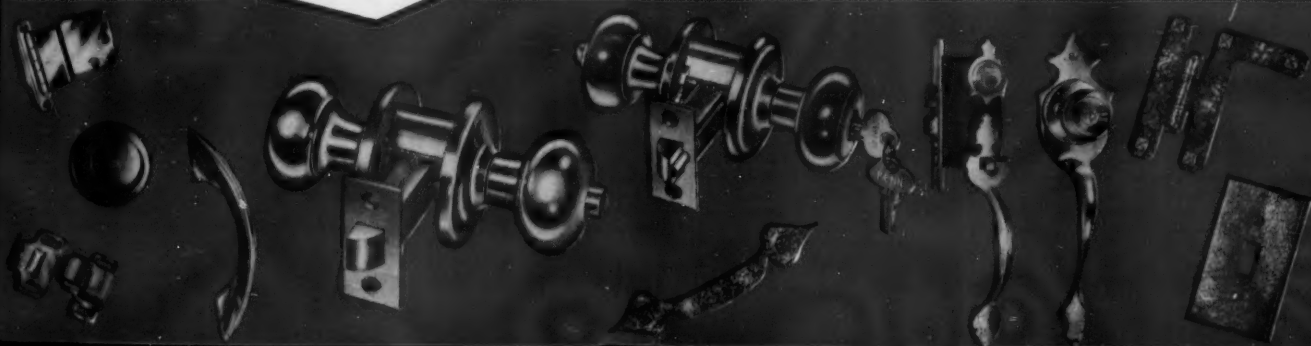
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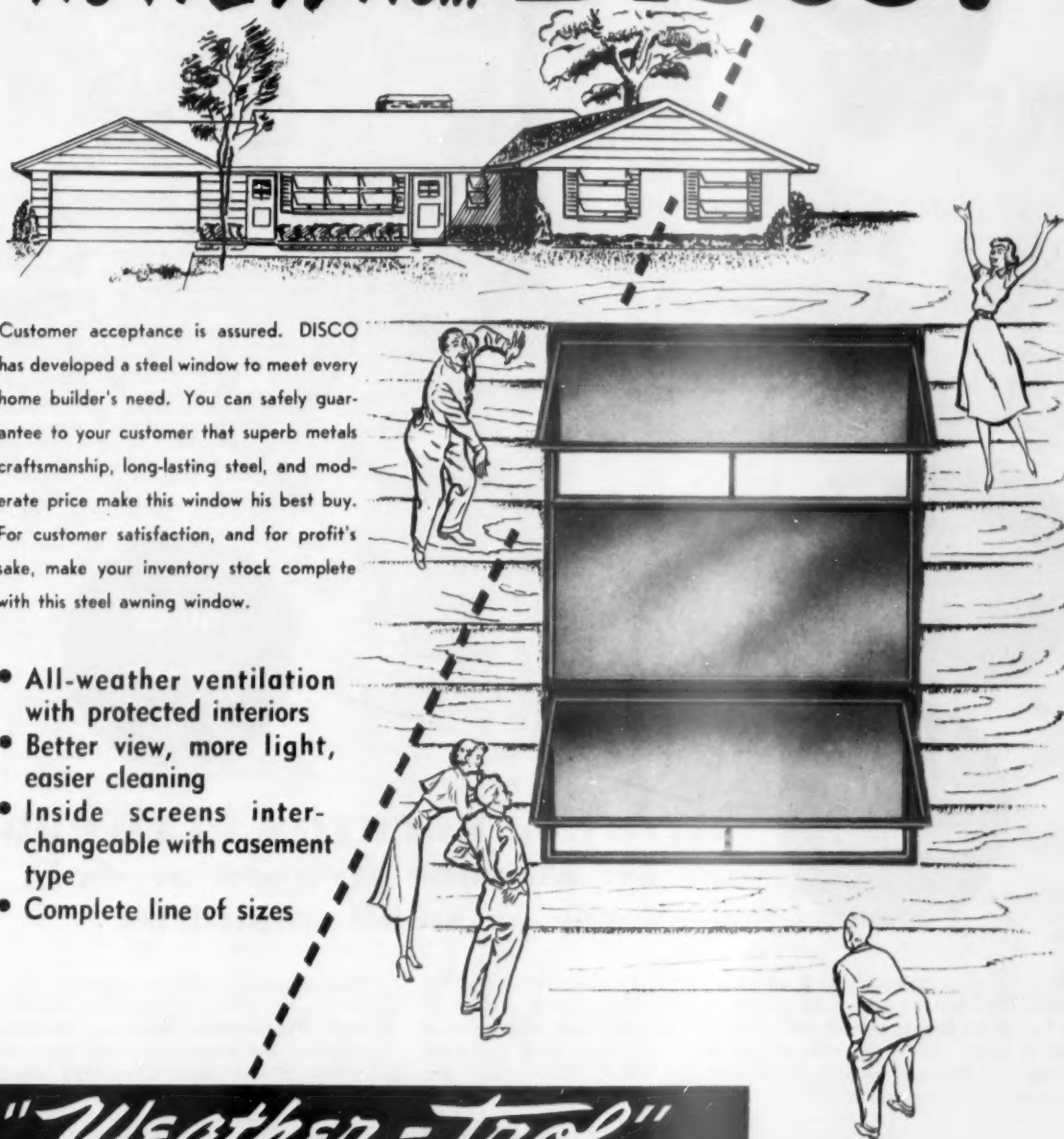
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**12. Installment Financing.** The Allied Building Credits Handbook and Guide has been revised to reflect all changes that have taken place up to May, 1954, in FHA regulations. It explains ABC's plan for financing home improvements and shows how to make out the various forms involved. Allied Building Credits, Inc., P. O. Box 3426 Terminal Annex, Los Angeles 54, Calif.

**14. Ventilating Fans.** New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris St., N.W., Atlanta 3, Ga.

**18. Home Planning.** "Plan With Plywood for Better Living" is a two-color booklet describing fir plywood and covering its multiple usage in home planning. Structural, functional and decorative advantages are discussed. Douglas Fir Plywood Association, Tacoma 2, Washington.

**26. Glass for Construction.** Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories, 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

**28. Protective Paper.** Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The American Sisalkraft Co., Attleboro, Mass.

**36. Builders Hardware.** New items and improvements in the Adams-Rite line of locks and builders hard-

ware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

**40. Ideal Millwork.** Folders are available illustrating and describing IDEAL Brand Kitchen Cabinets, Wood Window Units, Sliding Doors, Frame-N-All Door Units, Fireplace Mantels, Garage Doors, Corner Cabinets, Linen Cabinets, Colonial Entrances, and other millwork products. Ideal Co., Box 889, Waco, Texas.

**42. New Economy line of thresholds.** These thresholds are available in watertrough, single lip, and saddle types. They are available in cartons, along with screws and hooks. Southern Metal Products Corporation, 921 Rayner, Memphis, Tenn.

**48. Asphalt Shingles.** A new four-color folder for consumer distribution shows the interlocking windproof feature of Ruberoid Duple Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Co., 500 Fifth Ave., N. Y. 18, N. Y.

**60. Clay Pipe and Specialties.** Attractive two-color booklet describes Oconee vitrified shale sewer pipe, fittings, drain tile, flue lining, brick, and structural specialties. Oconee Clay Products Co., Milledgeville, Ga.

**66. Plastic-Finished Panels.** A new 8-page, full-color catalog shows Marlite plastic-finished wall and ceiling panels and other Marsh products. It shows solid colors in various colors and scorings, plus the variety of wood and marble finishes. Marsh Wall Products, Inc., Dover, Ohio.

**88. Asbestos-Cement Building Products.** Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Penn.

**96. GPX Plywood.** New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Co., 270 Park Ave., N. Y. 22, N. Y.

**100. Tension Screens.** Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers and newspaper mat service are also available for distribution to retailers. Keystone Wire Cloth Co., Factory St., Hanover, Pa.

**126. Asphalt Products.** The Certain-teed Products Corp., 120 East Lancaster Avenue, Ardmore, Pa., has issued a 32-page, 4-color catalog for its asphalt roofing and siding. It contains 90 pictures of Certain-teed's color blends and solid shades.

**132. Completely Concealed Sash Balance.** A two color folder which gives details of design, construction and operation of Hidarlift Sash Balance for double hung windows. Numerous illustrations explain the six easy steps for installation and the many

(Continued on page 11)

## SOUTHERN BUILDING SUPPLIES

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October, 1954

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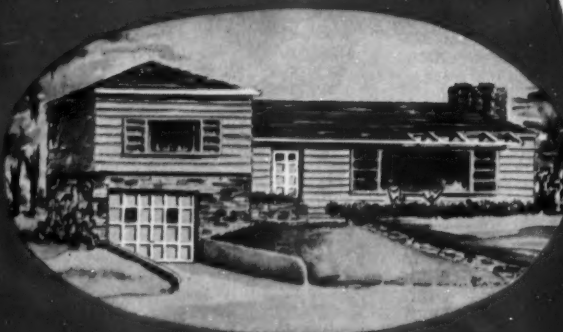
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**144. "Porch Enclosures"** — A new descriptive four page booklet showing the uses of Jalousies, features many photos of Jalousie installations that will spark ideas in the minds of home-owners who want to add more living space by enclosing their screened porches for year-round living. Before and after pictures vividly demonstrate the advantages of using Ludman Windo-Tite Jalousies for practical beauty plus year 'round comfort. Ludman Corp., Jalousie Div., P. O. Box 4541, Miami, Fla.

**150. Ponderosa Pine.** 72-page book describes properties, uses and grades. Shows actual pictures of representative pieces in each grade. Lists recommended grades for various uses and standard manufactured sizes. Western Pine Association, Yeon Building, Portland 4, Oregon.

**160. Corrugated Asbestos Cement Products.** A new 82-page manual contains numerous drawings and photographs to show proper application of Careystone corrugated asbestos-cement roofing and siding. It gives complete data and specifications, and describes the Carey estimating service for dealers. The Philip Carey Mfg. Co., Cincinnati 15, Ohio.

**162. Solid Interior Hardwood Paneling . . .** An Illustrative Brochure showing characteristics and adaptability of beautiful tongue and groove hardwood paneling in Black Walnut, Wild Cherry, Butternut, Idaho White Pine, Wormy Mahogany, Sassafras, and Maple . . . Chester B. Stem, Inc., Grant Line Rd., New Albany, Ind.

**164. Building Materials Catalog** — A new 12-page catalog with color illustrations of typical roofing and siding products is now available upon request. The catalog contains general information and detailed specifications on Flintkote asphalt shingles, asbestos-cement products, insulation products, insulating siding and built-up and roll roofing material. Write Flintkote Co., 30 Rockefeller Plaza, New York 20, New York.

**166. Redwood Information** — Booklets and complete information on redwood lumber and products covering subjects such as natural finishing, painting, gluing, machining, siding, board and batten walls, screwing and nailing, termites, etc. The Pacific Lumber Company, 35 East Wacker Drive, Chicago 1, Ill.

**168. Masonry Cement:** New 16-page, illustrated booklet outlining the advantages of Lone Star Masonry Cement in simplifying the problem of obtaining uniformly high-quality mortar, as well as the economy of one rigidly standardized, ready-to-use cementing material instead of two, with no lime or portland cement to add, and no soaking or slaking. Provides timely information on soundness, low absorption, high water repellency and other factors contributing to durable, weather-resistant performance. Contains easily-read graphs showing effects of mix proportions on water retention, strength and absorption, effect of

mixing time on water retention, etc., along with convenient reference tables for estimating quantities. For copy, address Lone Star Cement Corp., 100 Park Ave., N. Y. 17, N. Y.

**176. Bird Master-Bilt Thick-Butt Shingles.** The traditional and pastel shades of the Bird Master-Bilt Thick-Butt shingle are exacting and colorfully pictured and described in a new circular. In addition, the circular explains the distinct advantages of the Master-Bilt's Thick-Butt construction, with its deep shadowlines, and extra protection. Bird and Son, Inc., East Walpole, Mass.

**180. Folding Door.** Folder illustrates Spacemaster Folding Doors by the manufacturers of Modernfold. Spacemaster folds within door opening . . . gives more usable space for placement of furniture. Washable, vinyl fabric covered steel frame. Spacemaster comes as complete package unit—can be installed in 10 minutes' time. New Castle Products, Dept. 5R, New Castle, Indiana.

**184. Orangeburg Pipe and Fittings.** A complete line of catalogs and folders, for contractor and consumer distribution, illustrate and describe non-metallic Orangeburg Root-Proof Pipe, its uses and advantages for underground non-pressure applications. Also Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains and field drainage. Orangeburg Mfg. Co., Inc., Orangeburg, N. Y.

**190. Metal Building Specialties.** 8 page catalog with illustrations and details of Timber Connectors, joist hangers, cross-bridging, area walls, basement posts, basement windows, fireplace equipment, mail and package receivers, clothes chute doors, and ventilators for roof, attic, and foundation. Cleveland Steel Specialty Co., Inc., 3765 East 91st St., Cleveland 5, Ohio.

**192. Matching Beauty In Residential Locks and Concave Cabinet Hardware** is offered by Western Lock Mfg. Co. The No. 500 Concave Series was especially created to meet today's demand for an architecturally correct styling in modern residential hardware. Matching locks, knobs, pulls, and backplates are available for every door, drawer, and cupboard in the house. Western Lock Mfg. Co., 211 North Madison Ave., Los Angeles 4, Calif.

**194. Fiber Pipe.** Perma-Line fiber pipe for irrigation, drainage, sewer pipe, filter beds, industrial and non-pressure uses is the subject of a consumer folder and a comprehensive booklet. Folder concisely shows advantages. Booklet lists parts, with specifications and uses, and describes manufacturing process. Line Material Co., 700 West Michigan St., Milwaukee 1, Wis.

**198. Louver, Sliding Windows.** Two new folders describe Metalart extruded aluminum glass louver windows, with the patented Curv-Tite glass holder, and Metalart extruded aluminum horizontal sliding windows. Installation details are sketched. Models are pictured with identifying model numbers for simple ordering. Metal Arts Mfg. Co., Inc., P. O. Box 4144, Atlanta, Ga.

**200. Precast Stone.** "Heather Stone Makes A Home Out of Your House" is a new salesman's manual that helps teach how to sell precast stone jobs. It tells what the product is, what it does. A colorful consumer folder, showing interior and exterior Heather Stone applications, also is offered. Southern Heather Stone Sales Corp., 1417 Liberty St., N.E., Winston-Salem, N. C.

**202. "Flexolite—A Story of Success and Unlimited Future"** is a large 16-page brochure describing the story of Flexolite research engineering and the new continuous manufacturing process. The brochure also describes some of the uses of this versatile glass fiber reinforced panel. Besides its history, the Flexolite book also describes the company plans for the future. Write Flexolite Distributing Co., Inc., 4223 W. Jefferson Blvd., Los Angeles 16, Calif.

**204. Do-It-Yourself Fan Package.** Complete information on the LAU "Kooling Kit" Package. Package contains fan, motor, shutters, and all accessories required for installation. Ask for "Package Fan" literature, sheet No. 608. Advertising Department, LAU Blower Company, 2001 Home Ave., Dayton 7, Ohio.

**206. Plastic Tile.** A descriptive folder gives step-by-step directions for applying Tri-Bond plastic wall tile, from cove base to decorative border. Descriptive sheets also are offered covering Tri-Bond plastic acoustical, ceiling, and serrated wall tile. Mastro Plastics Corp., 3040 Webster Avenue, New York 67, N. Y.

**208. Atlas Plywood Flush Doors.** New full-color four-page folder gives detailed information on Atlas Plywood Corporation's line of hardwood flush doors. Sizes, construction details, and light specifications are given. Handy 8½ x 11 size makes it a good item for file or salesman's presentation book. Atlas Plywood Corp., 1432 Statler Bldg., Boston, Mass.

**210. Drywall Trim.** An attractive and informative brochure describing the wall board trim products manufactured by DRYWALL TRIM, INC. Brochure illustrates and describes this line of all-metal trim and its methods of application. Shows "EDGE GUARD" for door and window casings; "CORNER GUARD" for external wall board corners. Copy available by writing to Drywall Trim, Inc., 2408 North Farwell Ave., Milwaukee 11, Wis.

**212. Steel Awning Windows.** Consumer Folder shows all models of Disco Weather-Trol awning window units, with various combinations of operating and fixed lights. It also shows how they can be used with window air-conditioning units. Decatur Iron and Steel Co., Decatur, Ala.

**214. Aluminum Window—All Types.** Descriptive literature shows sales points, sizes, and installation details for Ware casements, intermediate awning, projected, Econ-O-Ware and Econ-O-Wall awning windows, and WareTite jalousies. Ware Laboratories, Inc., P. O. Box 37, Riverside Station, Miami, Fla.



## Universal Window Systems For Your Dream House

Universal brings you another line of fine windows for that new look . . . big panels for the Modern or Contemporary house; smart windows with awning vents operated easily by Roto Hardware; weather-stripped and fitted with aluminum inside screens.

These windows are made in a variety of sizes for use in any room in the house, or they can be combined with the popular UNIVERSAL FOUR HORIZONTAL LITE DOUBLE HUNG UNITS to provide that New Model look!

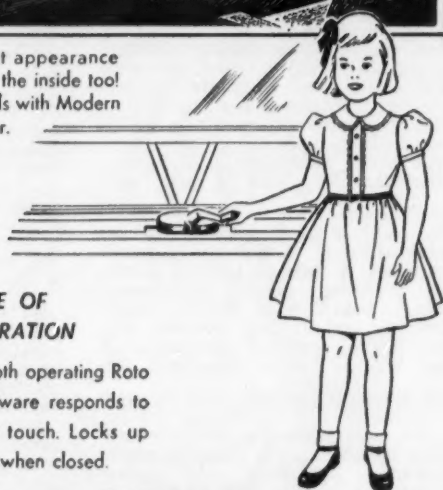


**Ask your Architect  
or Builder about  
Universal Window  
Systems or write for  
free Illustrated  
Folders**

Distributed through  
retail lumber and  
building material  
dealers.



Smart appearance  
from the inside too!  
Blends with Modern  
Decor.



### EASE OF OPERATION

Smooth operating Roto  
Hardware responds to  
your touch. Locks up  
tight when closed.



## UNIVERSAL WINDOW CORP.

PHONE EDison 2-3148  
3200 SOUTH BOULEVARD  
CHARLOTTE, N. C.

PHONE ALPine 4933  
69 MANGUM ST. S. W.  
ATLANTA, GA.



# 3

## new APMI DECORATIVE PLYWOOD PANELS

Here are three new profit opportunities for you from Associated Plywood Mills...

BIRCH faced plywood,  
KNOTTY PINE faced plywood  
and PHILIPPINE MAHOGANY  
faced plywood.

These new products are top quality  
—beautiful veneers outside;  
SOLID CORE inside. APMI's long  
manufacturing experience, plus new  
research and special production  
machinery has resulted in these  
new decorative panels for home and  
office building and modernization;  
and for use in cupboard doors,  
radio and TV cabinets and  
other types of wood work.  
Standard 4' x 8' panels are available  
in 1/4" and 3/4" thickness. Other sizes  
on special order. APMI plywood  
is stocked at company warehouses  
and selected independent jobbers.  
We welcome your inquiries.



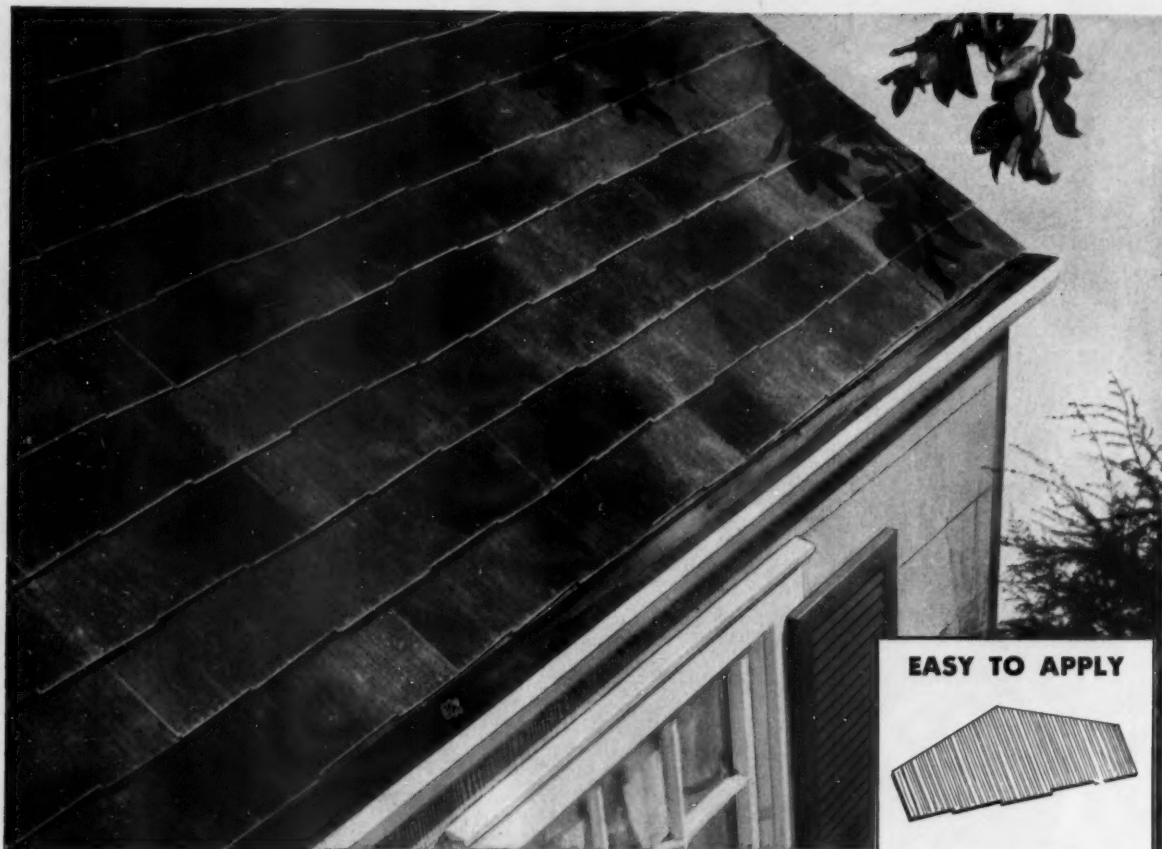
### **Associated Plywood Mills, Inc.**

General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina • Lumber mill at Roseburg

**BRANCH SALES WAREHOUSES:** 4268 Utah St., St. Louis, Missouri; 4814 Bengal St., Dallas, Texas; 4003 Coyle St., Houston, Texas; 1026 Jay St., Charlotte, North Carolina; Wake Forest Road, Raleigh, North Carolina; Worley Road, Greenville, South Carolina; 925 Toland St., San Francisco, California; Eugene, Oregon; Willamina, Oregon.

**SALES OFFICES:** 31 State St., Boston, Massachusetts; 595 E. Colorado St., Pasadena, California.



*When the job calls for the finest in roofing...*

## Johns-Manville ASBESTOS SHINGLES

**The J-M American Colonial Shingle gives you a permanent type of roof, economically priced, that will add character and distinction to any home!**

**T**HESE Johns-Manville Asbestos Shingles have the same rich graining as weathered wood shingles, cast the same interesting shadow line. You have a choice of beautiful colors and blends.

Made of asbestos and cement they are as permanent as stone. They give lasting protection against fire, and weather.

In most areas the applied cost of an American Colonial roof is lower than any other *permanent type* roof the homeowner can buy.

For full details and a free brochure showing the full color range of American Colonial Shingles write Johns-Manville, Box 60, New York 16, New York.



# Johns-Manville

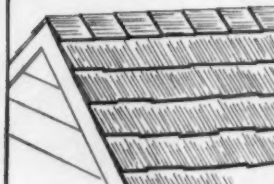
### EASY TO APPLY



Each shingle is designed as a rigid asbestos-cement strip—covers as much area as ordinary strip shingles



The shingles are self-aligning on the roof. This saves time—speeds application. Large size means fewer pieces to handle. Only 4 nails to each unit. Nail holes are pre-punched



The finished roof has the pleasing horizontal shadow lines and deep-grained texture desired by so many homeowners. Matching shingles furnished for hips and ridges

# Builders and Homeowners Want This feature



## ALUMINUM AWNING WINDOWS

With the turn of the operator handle . . . one operation only . . . the built-in cam-lock torsion bar unlocks, opens, closes and locks the ventilators. For partial ventilation the bottom vent opens while the top vents remain closed! All stripping of gears, through failure to unlock window before opening, is eliminated.

Wide warehousing and wholesale distribution assures quick delivery . . . keeps inventory at minimum.

UALCO WINDOWS ARE UNCONDITIONALLY GUARANTEED  
AGAINST DEFECTIVE MATERIALS AND WORKMANSHIP



### A FEW OF MANY OTHER FEATURES:

All Vents Open Up to 90 Degrees . . . Top Vent Lowers About 4 Inches To Permit Easy Cleaning From Inside . . . Vents Actuated On Both Sides For "Finger-Tip" Operation, Automatically Lock In Any Position . . . Completely Weatherstripped . . . Integral Fin Completely Surrounds Window . . . Jiffy-Quick Sill Clips Help To Assure Easy Installation . . . Frame Is of Heavier Extruded Aluminum, Sturdy, More Rigid.



TWINSUL



RANCH WALL



BASEMENT



SELECT A VENT



AWNING HOPPER



AWNING



DOUBLE HUNG



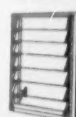
PROJECTED



PIVOTED



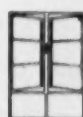
HOPPER



JALOUSIE



UTILITY



CASEMENT

Ualco • World's Largest Manufacturer of Aluminum Windows

SOUTHERN SASH SALES & SUPPLY CO.  
SHEFFIELD, ALABAMA

WAREHOUSES: VAN NUYS, CALIF.; CANTON,  
OHIO; MONTGOMERY, ALA.; ELIZABETH,  
N. J.; HIALEAH, FLA.

Mail This  
Coupon  
Now!

Don't Wait!

Be A  
Ualco  
Dealer!

SOUTHERN SASH SALES & SUPPLY CO., Dept. SB5  
Sheffield, Alabama

Gentlemen:

Please rush technical data and prices.

NAME

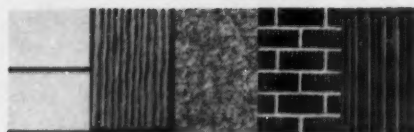
ADDRESS

CITY

STATE



Here's the **NEW** paint for  
rough exteriors that is setting  
**New sales records everywhere!**



"Breather" type finish for shingles, shakes,  
rough-sawn siding, brick, cement, stucco,  
asbestos shingles.

## **LOWE Brothers SHINGLE n' SHAKE PAINT**



"Terrific" . . . "going great guns" . . . "big potential" . . . "real customer-pleaser" . . . "extra money-maker!" Comments like these from dealers everywhere attest to the sensational selling success of Shingle n' Shake Paint—*smoothest extra-profit* producer to hit the exterior paint-selling business in years.

Although Shingle n' Shake is already "selling like blazes," the market has barely been scratched. The *potential* market for this velvety, easy-to-apply finish is *enormous!* Cash in on the great and growing demand. Put Lowe Brothers *Shingle n' Shake* on display, and get ready for new and bigger exterior paint profits! Get details quickly—write today.

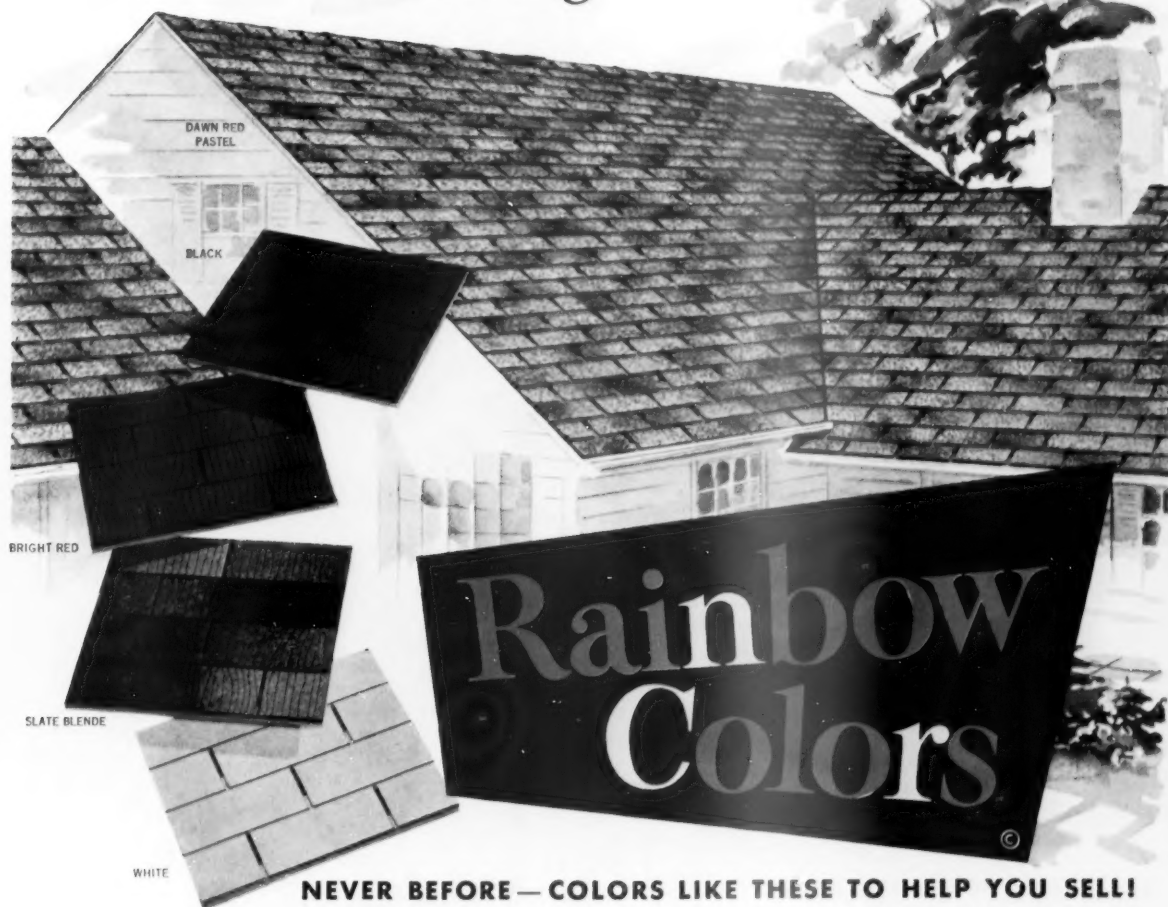
The Lowe Brothers Company • Dayton, Ohio

- Amazing hiding—one coat covers
- Fast drying
- Beautiful velvety flat finish
- Alkyd reinforced—long wearing
- Popular modern colors that sell

**LOWE Brothers**  
**PAINTS • VARNISHES**

# BIRD

## Shingles & Sidings



### NEVER BEFORE — COLORS LIKE THESE TO HELP YOU SELL!

BIRD Master-Bilt shingles have a range of *Rainbow Colors* the like of which you've never seen . . . from smart, brilliant colors to delicate pastels.

Today, that is very important to you, since the modern low roofline has created an ever-increasing interest in color roofing.

Every day, more and more builders are using BIRD's colorful roofs to help sell homes . . . and more and more people are demanding Master-Bilt's beautiful *Rainbow Colors* for re-roofing. Both know that for thick-butt construction and top durability as well as for superior color beauty—it's the BIRD Master-Bilt.

*Ask your distributor for further details — or write  
BIRD & SON, inc., Dept. SB-10, East Walpole, Massachusetts.*



QUALITY PRODUCTS SINCE 1795

EAST WALPOLE, MASS., NEW YORK, N. Y., CHICAGO, ILL., SHREVEPORT, LA.

# DO YOU KNOW WARE'S REGIONAL WAREHOUSING SYSTEM MEANS OVERNIGHT SERVICE TO MOST CITIES?

## WARE ALUMINUM WINDOWS

offer you 3 big bonuses that save you time and assure customer satisfaction—

### 1. DEPENDABLE DELIVERY

through the Ware system of strategically located warehouses in Houston, Atlanta, Chicago, and Newark—providing overnight service to most cities!

### 2. A FULL LINE

to meet all your needs. Whether your next requirement is for a ten thousand window project or a single residence, there's surely a Ware Window that's exactly what you want.

### 3. VALUE THAT'S PROVEN

in thousands of installations from coast to coast... quality that's backed by years of successful experience and maintained by the highest standards of manufacturing.

Get all the profit-building details. Write Dept. S-10

Aluminum **WARE** Windows



Jalousie

Econ O Wall

Econ O Ware  
Awning

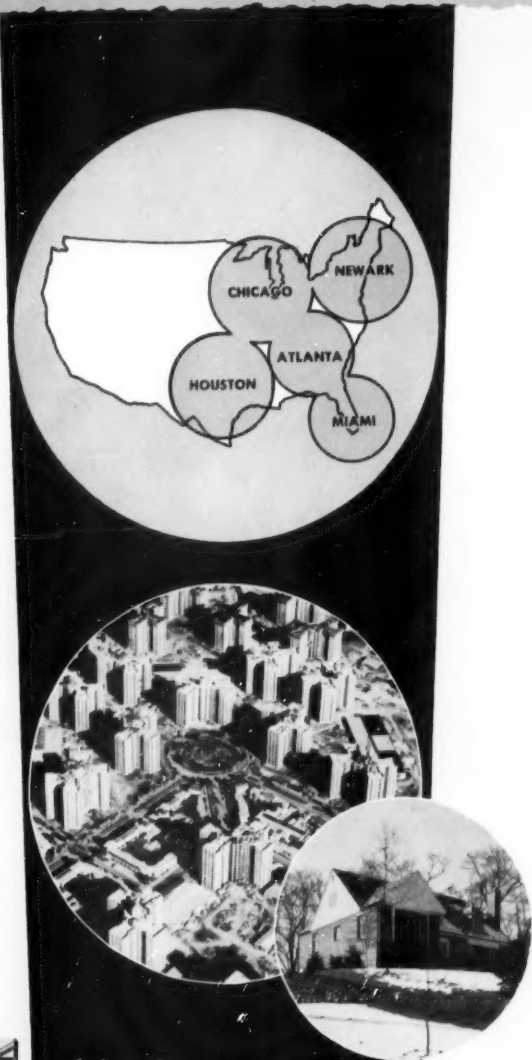
Intermediate  
Awning

Projected

Casements

Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

Member of the Aluminum Window Manufacturers' Association







SET THE STAGE FOR SALES—

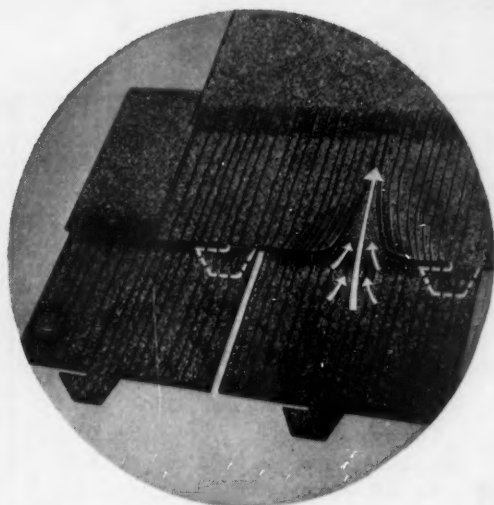
CASH IN ON

**RUBEROID**

**LOK-TABS**

Pat. No. 2,659,322

....WITH THE HIDDEN EXTRA



Wind can't lift them . . . they're locked down with a concealed lock at the center of each butt. The wind is vented up the cut-out between the shingles and its force is dissipated.

Your Ruberoid salesman will put on a sound-slide film with an action demonstration at the time and place you select. Set the stage for sales with this new Ruberoid hit. Send the coupon now!



The **RUBEROID** Co.

*Asphalt and Asbestos Building Materials*

The Ruberoid Co.  
500 Fifth Ave., New York 36, New York.

- ☐ Please send further information.  
☐ I would like to see a Lok-Tab demonstration.

YOUR NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# "It breaks where you want it to break!"



says **R. R. RAWSON**, owner  
**Princeton Hardware Co.,**  
**West Pullman, Ill.**

"Brand 'C' was far easier to cut than any of the other three I tried," said Mr. Rawson. He had just finished testing four well-known brands of single-strength window glass. These brands were identified only by letters—A, B, C and D. After trying several cuts on each, he picked "C" *every time!*

"C" was L·O·F. Twenty-eight out of thirty glass dealers who took this "blindfold test" picked L·O·F.

L·O·F Window Glass is easiest to cut into big, little, angled or curved pieces. As a matter of fact, Mr. Rawson cut a  $\frac{1}{8}$ " strip off one side, and got a straight, clean break!

L·O·F cuts easier because it's annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.

## TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.



## LIBBEY·OWENS·FORD *the easy-to-cut* WINDOW GLASS

*Bring yourself up-to-date on glass—of all kinds.*

*Visit the L·O·F Booth, F-1, at the Southeastern Lumber Dealer Convention.*



# TO BE IN THE SWIM, SELL TENSION SCREENS!

## TO WIN TOP SALES, SELL

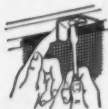
# KEYSTONE



TENSION SCREENS are the most modern, convenient and economical window screens ever. They weigh a lot less than old-fashioned screens... are a cinch to put up and take down from *inside* the house. They solve the storage problem.

### BUT...FOR TOP SALES IT'S KEYSTONE

Just make a comparison of tension screens and you'll see why Keystone's are in a class by themselves. In the first place, they're all-aluminum... never rust or stain the woodwork... have extra years of service life. What's more, only Keystone's have *all five* of the following special advantages:



**1** - Slide bracket held by a screw. A round-headed screw installed in the top blind stop holds the readily removable top bar bracket.

**2** - Patented, tamper-proof tension catch at sill holds Keystone Screen securely in place. Just turn the knob to adjust for proper permanent setting.



**3** - Exclusive Keystone free-floating sill bar assures snug fit at bottom... automatically adjusts the screen to uneven or off-level sill... is easily raised in a jiffy for dusting.

**4** - There's no bulky, unsightly hardware on the window sill with Keystone Screens... just two small, neat, permanent brackets. Only six screws in all are required for each window.



**5** - The extra-strong vertical edges of Keystone Screens are 5-strand selvage formed of special flat wire to assure complete dependability and necessary tautness.

For maximum sales in this fast-growing market, get the whole story about Keystone Aluminum Frameless Tension Screens. Mail coupon below.

# KEYSTONE

WIRE CLOTH COMPANY  
HANOVER, PA. · FOSTORIA, OHIO

Keystone Wire Cloth Co.

Dept. D-10, Hanover, Pa.

Kindly send me full information about Keystone Aluminum Frameless Tension Screens.

Firm \_\_\_\_\_

My name \_\_\_\_\_ Title \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



REGARDLESS  
OF

PLAN

*style*

ERA



...WOOD CONTINUES  
TO BE AMERICA'S  
FAVORITE  
BUILDING MATERIAL

AND IT'S  
SOLD

ONLY

BY LUMBER  
DEALERS



When the public wants lumber, it goes to  
a lumber yard...and usually buys other  
items, too. Stock nationally advertised  
West Coast Lumber...Douglas Fir,  
West Coast Hemlock, Western Red Cedar  
and Sitka Spruce.

Whatever the job...suggest lumber *first!*

**WEST COAST  
LUMBER**

Send for folder describing free advertising and promotional material.  
West Coast Lumbermen's Assn., 1410 S.W. Morrison, Portland 5, Oregon

# First in the Southeast—

*New*

## WIDE ALUMINUM ROOFING

### SAVES UP TO 7% ON MATERIAL COSTS

**PLUS**

**Half the Handling**

**Half the Time**

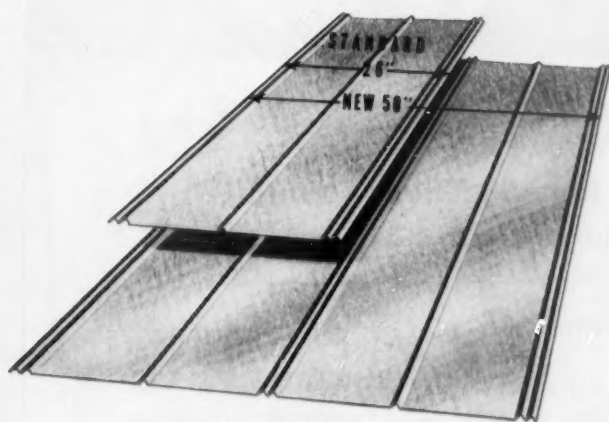
**Half the Side Laps**

Now you can offer your customers savings in time, trouble, and cost for every roofing or siding job, by stocking and selling 50" wide 8-V Crimp and 48" Corrugated Reynolds Lifetime Aluminum Roofing.

50% fewer sheets to handle . . . less installation time . . . 50% fewer side laps, meaning savings in material costs for the same coverage.

Beautifully embossed for glare reduction, both the 8-V Crimp and the Corrugated are available in .019" and .024" thicknesses. Order from our ample stocks. Immediate overnight delivery to any point in the Southeast.

**Don't wait! Be the first to profit from these savings. Order today from the nearest SSirco warehouse.**



Manufacturers  
and Distributors

## Southern States Iron Roofing Co.

Savannah, Ga.  
Atlanta, Ga.

Tampa, Fla.  
Miami, Fla.  
Jacksonville, Fla.

Birmingham, Ala.  
New Orleans, La.  
Nashville, Tenn.  
Memphis, Tenn.

Louisville, Ky.  
Columbia, S. C.  
Raleigh, N. C.  
Richmond, Va.

# LOGAN - LONG

... at Tuscaloosa  
SERVING THE SOUTH



See our exhibit at  
The Southeast Building Material Show, Atlanta  
Biltmore Hotel - November 3, 4 and 5

ASPHALT SHINGLES  
BUILT-UP ROOFING PRODUCTS  
ASPHALT SIDINGS

ASPHALT ROLL ROOFING  
BUILDING PAPERS  
ASBESTOS SIDINGS

ASPHALT PAINTS AND CEMENTS

## THE LOGAN-LONG COMPANY

*Sales Office:*  
First National Bank Bldg.  
Birmingham, Alabama

*Factory:*  
Old Sanders Ferry Road  
Tuscaloosa, Alabama





Mr. Peepers says:

"HOW-TO" talk on TV—  
That's what sells

## Reynolds Aluminum Reflective Insulation!

Profit by the fast-spreading talk about this easiest of all insulations to put up... lowest cost for high efficiency! Reflects up to 95% of radiant heat. Perfect vapor barrier. Stack-display the easy-to-carry boxes that hold 250 sq. ft. each. Show the handsome embossed foil material. Use Reynolds counter display. Call your jobber or write to Reynolds Metals Company, Building Products Division, 2036 South Ninth St., Louisville 1, Kentucky.



Type B — Foil on two sides of tough kraft paper.

Type C — Foil on one side of kraft paper.

Widths: 25", 33", 36". In rolls of 250 sq. ft.

Accepted by F.H.A.

### Reynolds Lifetime Aluminum Gutters and Downspouts



Beautiful, rustproof... homeowners put up their own. Slip-joint connectors, no soldering. Ogee and Half-Round, smooth or stippled. Attractive counter display

### Reynolds Lifetime Aluminum Flashing

Rustproof, looks best, works easiest, costs less! 50' rolls in Display Carton. Also Display Cartons of ten 18" x 48" flat sheets.

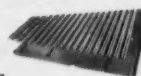


### Reynolds Lifetime Aluminum Nail Merchandiser

Different colored cartons for each type nail giving specifications, uses and advantages of aluminum: rustproof, non-staining, no deep-setting and puttying, nearly three times as many nails per pound. Set up this display and watch it sell aluminum roofing, siding, common nails, etc.



### Reynolds Lifetime Aluminum 48" Wide Corrugated & 8-V Crimp



These new 48" sheets make rustproof, heat-reflective Reynolds Lifetime Aluminum a bigger roofing and siding bargain than ever! 50% fewer sheets to handle — 50% less metal taken up at side lap! Saves on labor and material, and gives the buyer a tighter, better looking job.

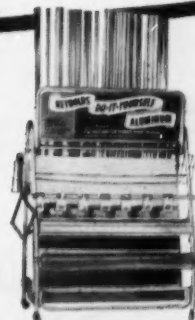


See Mr. Peepers,  
Your Customers do!

TELEGENIC AND TERRIFIC...  
REYNOLDS Do-It-Yourself ALUMINUM\*

TV and powerful national magazine advertising are behind this sensational success... special aluminum that can be sawed, planed, drilled with ordinary wood-working tools. Set up this self-selling display rack!

\* Reg. U. S. Pat. Off.



# REYNOLDS ALUMINUM

## BUILDING PRODUCTS

# MORE

for your money—  
when it's a

# TEXCEN

flush door

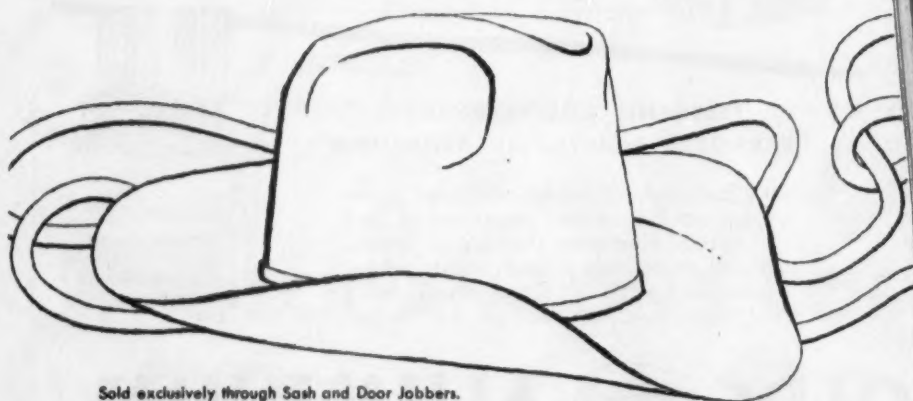
Back of every TEXCEN door is a guarantee of satisfaction to those who specify, those who sell, and those who use flush doors.

*These doors are made right here in the Southwest—in Texas, by the nationally-known Atlas Plywood Corporation whose one-ownership control insures uniform quality clear through—from forest to finished product. You benefit from absolute standardization . . . top reliability . . . minimum manufacturing and handling cost. Convenient plant location assures speedy deliveries. Frees you from carrying big inventories.*

Plan now to get the door that brings you more. Made in Center, Texas, Atlas Plywood's TEXCEN doors give you beauty, trueness and service you can depend upon. They're easier to hang, easier to stain. Look for the blue-and-yellow TEXCEN label. Choice of birch, gum, and other popular woods.

## Atlas Plywood

CORPORATION  
FROM FOREST TO FINISHED PRODUCT



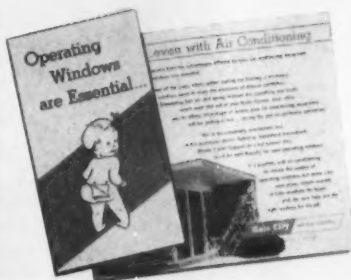
Sold exclusively through Sash and Door Jobbers.

Write for free color folder to:

**Otto Nachlas, 702A Melrose Building, Houston, Texas**  
**Southwest Sales Representatives**



**Foto Folie** contains 20 photographs showing Gate City Windows in all structures.



**Mailing Stuffers** on air conditioning, Heating and Remodeling with room for your name.



**Catalogues** inform Architects, Builders and Home buyers about Gate City features.

A new modernized floor display, mailing stuffers, catalogues and a Foto Folie are available all Gate City dealers. Cash in on this national program — return the coupon below for full details.



**New Floor Display** takes up little space, sells Gate City windows for you.

## More Profits in Good Merchandising !

Yes, there are more profits for you, as a Gate City dealer, in the merchandising program designed to help you sell more Gate City Wood Awning Windows,

Mailing stuffers, photographs, catalogues, Folders, ad mats and a new floor display are some of the merchandising aids offered as part of **Gate City's program** to pre-sell your customers.

If you are not yet a Gate City dealer and are interested in more information on how Gate City **sells for you**, please fill out the attached coupon and mail it today.

\*Be sure to see Gate City's NEW Wood and Aluminum Floor Displays, Booth A-5 at the Southeastern Dealer Convention, Atlanta Biltmore Hotel, Ga., November 3-5.



"Window Craftsmen for over 40 years"

**GATE CITY SASH & DOOR CO., SBS-10**  
P.O. Box 901, Fort Lauderdale, Fla.

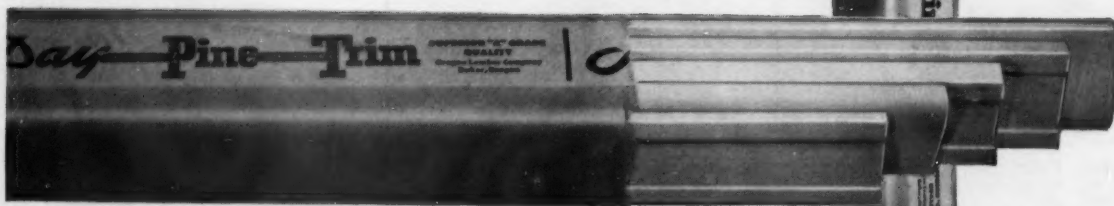
Gentlemen: Please send complete information on Gate City Wood Awning Windows.

Name

Address

City  Zone  State





# John Day

## BUDGET PAK PINE DOOR TRIM

IS THE PROFITABLE ANSWER  
TO MORE GRADE A PONDEROSA  
PINE TRIM

**It's a fact...** there isn't enough straight-grained, flawless Ponderosa Pine of the length needed to make door trim for you to get all you can sell. So John Day welds together *two* shorter lengths with an invisible finger joint—stronger than the wood itself! You can't feel it—you can't see it when it's painted! That's how *you* can get more top grade Ponderosa Pine door trim than our forests can supply!

**Packaged** for protection, easy handling  
**Saves** selling time, inventory bother  
**Costs** less than other packaged trim

You have a dollars-and-cents benefit to offer your customers! At lower cost, he gets every needed piece for a single door opening, wrapped in strong Kraft paper, ready cut for all sizes of opening. You just hand your customer the package—no cutting or sorting. We take the problem of shorts off your hands. Free of pitch-pockets, dirt and mars. It's clean, dry, factory-fresh. Pre-sanded to save finishing time—takes less paint. You can profit NOW by stocking John Day BUDGET-PAK Pine Door Trim. See your distributor or write

Oregon Lumber Company also produces Allwood Hardboard, made of the treated and hot-pressed fibers of Douglas Fir wood. Used in building, remodeling and craftwork. Write today for full information.



### OREGON LUMBER COMPANY

*Baker, Oregon*

Ponderosa Pine Producers and Manufacturers since 1889



"A salute to those who made it possible" \*

## How to make 4 profits per window opening

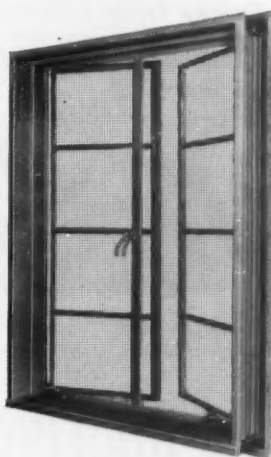
First you can make a good solid profit on a fine Fenestra® Residential Steel Window . . . Casement or Projected.

Another profit on the Fenestra Combination Inside-Outside Metal Trim. Another on the Fenestra Metal Screen. And another on the Fenestra Metal Storm Sash. Fenestra gives you a complete 4-profit package to sell for each window opening.

Fenestra is a famous name in building materials. Their popular commodity line also includes Basement and Utility Windows, Residential Swing and Sliding Closet Doors, Garage Doors and Pressed Steel Lintels to completely fill your customers' needs. Get the whole profit picture. Write to Detroit Steel Products Company, Dept. SBS-10, 3421 Griffin St., Detroit 11, Michigan. \*®

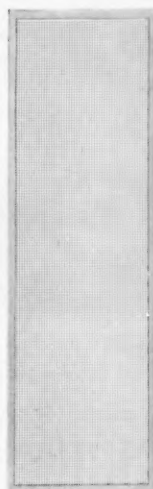
### Famous *Fenestra* Casement completely trimmed

Sash, frame, hardware, inside trim, outside trim—ready to go in rough opening. Just nail to sheathing outside, to studding inside. No trimming!



### *Fenestra* Inside Metal Screens

Casement Screens are attached in a jiffy from the convenient *inside* of the house. No ladder needed! Also true with screens for Fenestra Projected Windows.



### New *Fenestra* Residential Projected Window

Built of same fine sections as famous Fenestra Casement Windows. This popular Projected Window takes the same trim, etc., as casements.



### *Fenestra* Inside Metal Storm Sash

Fits all standard casements made since 1945, as do Fenestra Screens. Fenestra Outside Storm Sash also available for Fenestra Projected Type Windows.



\* Your need for beautiful, modern windows—complete with trim, screens and storm sash—encouraged us to develop these members of the Fenestra Building Product family.

# *Fenestra*

**RESIDENTIAL  
STEEL WINDOWS**

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH

OCTOBER, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

29



## ALCOA MEANS BUSINESS!

● 7 REGIONAL FARM PAPERS ●

● 38 RADIO STATIONS ●

● SPECIAL DEALER SALES AIDS ●

● PLANS FOR FARM BUILDINGS ●

● DIRECT MAIL ●

Is your store in one of these states? Act fast. You can cash in on the Alcoa® Aluminum Farm Roofing promotion concentrated in your territory. Call your jobber or mail the coupon, today!

## ALCOA ALUMINUM FARM ROOFING DEALERS REPORT RECORD SALES, RECORD PROFITS!

Southeastern and Mississippi Valley dealers of Alcoa Aluminum Farm Roofing are making more sales, more profits than ever before! Hot on the heels of the biggest, most spectacular promotion and advertising campaign in the history of aluminum farm roofing have come the reports:

*"Business terrific . . . Better than ever."*

*"45% increase . . . Best month since war."*

*"Sales up 60% over last year."*

Every report brings a reorder! Why? Because these dealers have tied in with a selling program that's more than big . . .

It's local! That's right! It's not just another national campaign. It's a campaign concentrated in your state, your county. It uses state and regional farm

magazines, local radio stations, direct mail to get to your customers.

Want to add a fast-moving, money-making line? Sign up now to be an Alcoa Aluminum Farm Roofing dealer. Reap the profits of Alcoa's southern sales surge. The special promotion runs through November and picks up again in the spring.

To get into the profit picture, call your local Alcoa jobber or mail the coupon to us. Do it today!

**ALCOA**   
**ALUMINUM**

ALUMINUM COMPANY OF AMERICA





**1. PROMOTION PACKAGE** for Alcoa Aluminum Farm Roofing is carefully designed to tie in your store with Alcoa's advertising. Includes flasher window or counter sign, store sign, highway sign, coverage charts, application charts, folders for mailing or giving out to customers, window banners, newspaper mats for your own ads. New Alcoa movie, *How to Build an Aluminum Pole Barn*, is available for dealer showings to farm groups.

**2. ADVERTISEMENTS** appear in *Progressive Farmer*, *Farm & Ranch—Southern Agriculturist*, *Southern Planter*, *Arkansas Farmer*, *Mississippi Farmer*, *American Poultry Journal*, *Poultry Tribune*. Ask farmers to "see your Alcoa Roofing dealer," also carry coupon. Sales leads resulting from coupons will be rushed to Alcoa dealers.

**3. RADIO CAMPAIGN** is shown by station coverage map. Campaign blankets 10-state southeastern area with total of 988 Alcoa announcements over 38 radio stations. Radio announcements stress advantages of roofing with Alcoa Aluminum, urge farmers to see their Alcoa dealer. Combination of radio, magazine advertising, publicity and direct mail is creating unprecedented demand for Alcoa Aluminum Roofing in area.

**4. NEW 48" WIDE ALCOA ALUMINUM ROOFING SHEET** is being introduced to farmers in fall campaign. The new, wider sheet not only saves installation time and labor and affords savings in material at side laps, but also promises longer life through increased corrosion resistance. Made of an improved Alcoa alloy, the sheets are stronger, hold tighter. Alcoa's complete line of aluminum roofing and accessories enables you to satisfy every customer need. Yet, you need carry only those sizes and styles most popular in your own area. Your Alcoa jobber carries the rest—available to you on overnight delivery.

**5. COMPLETE PLANS** for barns, poultry houses, other farm buildings are offered by Alcoa to farmers during big fall promotion. Aluminum-roofed buildings in plans are specially designed for southern farms by a leading southern agricultural college.



**TIME IS SHORT—PROFIT OPPORTUNITIES GREAT**  
Send coupon now for full facts on how you can become an Alcoa Aluminum Farm Roofing dealer

Aluminum Company of America  
2128-K Alcoa Building  
Pittsburgh 19, Pa.

Please rush me full information on Alcoa's complete line of Aluminum Roofing and Accessories, and details of the 10-state campaign.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



*this brand  
name on lumber  
also means*

# kiln-dried

## **CONTROLLED KILN SEASONING IS ONE OF MANY REASONS WHY WEYERHAEUSER 4-SQUARE MEANS UNIFORMLY HIGH QUALITY LUMBER**

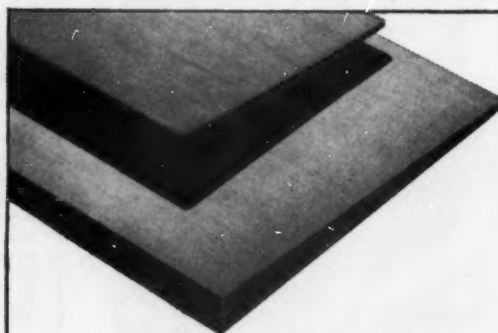
Many lumber dealers are strengthening their competitive position by featuring Weyerhaeuser 4-Square kiln-dried lumber. It works this way:

Builders and owners see in the Weyerhaeuser 4-Square brand name a familiar mark of quality. This confidence is the result of many years of advertising and, more important, the fine record of performance of every product bearing the Weyerhaeuser 4-Square trade mark.

One reason for this reputation for quality is the fact that every piece of Weyerhaeuser 4-Square Lumber has been scientifically seasoned. Controlled seasoning means that this lumber has good dimensional stability and maximum strength and stiffness. Kiln-drying also enhances surface appearance and improves paintability. These characteristics, plus the benefits of precision milling, proper grading, good surfacing, and

careful handling and shipping, mean that Weyerhaeuser 4-Square Lumber is consistently high in quality.

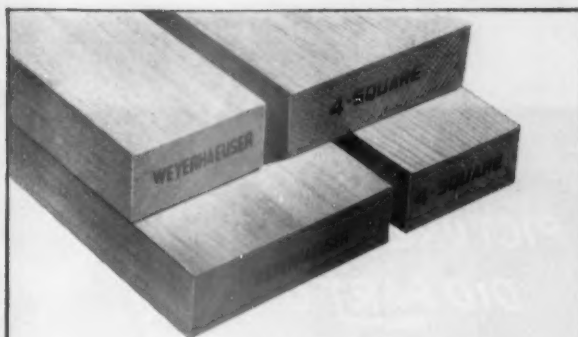
This widespread acceptance which has been built up for the Weyerhaeuser 4-Square brand name is of great selling value to all Weyerhaeuser 4-Square Lumber Dealers.



**SIDING**—Weyerhaeuser 4-Square bevel and bungalow siding takes and holds paint exceptionally well because it has been scientifically kiln-dried.



**BOARDS**—Every board bearing this brand name has been seasoned prior to manufacture.

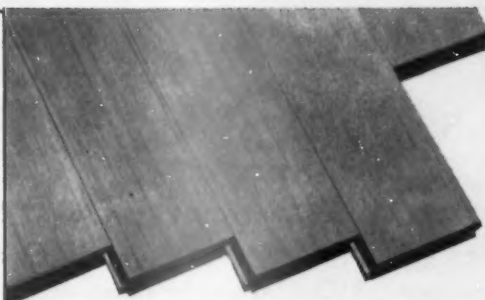


**DIMENSION**—Scientifically kiln-dried lumber contributes to sound, durable construction.

# lumber



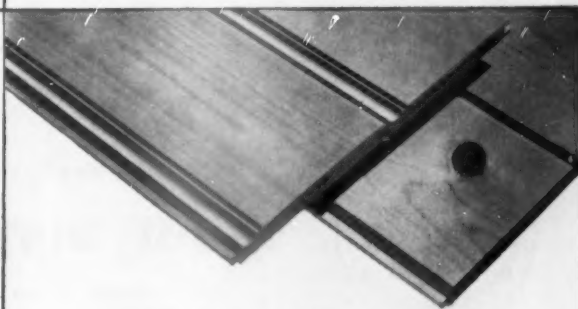
**END MATCHED**—This popular item eliminates waste and reduces building time —proper seasoning gives it maximum strength.



**FLOORING**—Controlled kiln-drying means a firm, smooth surface for superior appearance and wearability.

**Weyerhaeuser  
Sales Company**

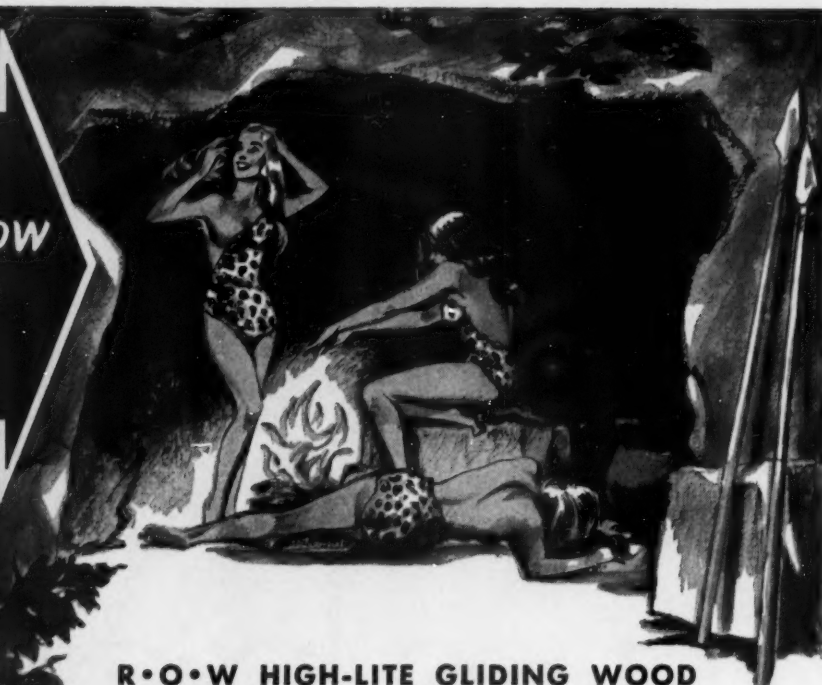
ST. PAUL 1, MINNESOTA



**PANELING**—Seasoned Weyerhaeuser 4-Square paneling presents a dry, smooth surface for a variety of finishes.



**THE FIRST  
PICTURE WINDOW  
DID PART OF  
THE JOB!**



**R·O·W HIGH-LITE GLIDING WOOD  
WINDOWS DO THE ENTIRE JOB!**

Removable R·O·W High-Lites excell in all five modern requirements — Privacy, View, plus all the fresh air wanted; Protection, Ventilation, and Space Saving.

The wise merchandiser knows that home owners today are demanding quality and good appearance. R·O·W High-Lite gliding wood windows together with the original R·O·W removable wood windows fulfill those requirements in every respect — another reason why R·O·W merchandisers make more money, faster. Ask for more details.



MANUFACTURED BY

**R·O·W DISTRIBUTORS**

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

*Rocky Mount, Virginia*

**MILLWORK PLANT: RENO, NEVADA**



**R·O·W'S . . . THE MOST POPULAR BY 2 TO 1**



**MORE HAS BEEN DONE FOR WORLD PEACE** by the United Nations in the nine short years it has been operating than any other body in history. The UN came into being on October 24, 1945, to the accompaniment of the prayers of mankind for lasting peace. Today that peace is still elusive and the UN is confronted with one crisis after another.

But this does not establish the UN as a failure although some parties would have the public believe that the UN should be abandoned because it has not eliminated war. They might just as well argue that our distribution system is a failure for not having eliminated all by-passers and price-cutters . . . or that Christianity is a failure for not having eliminated all the evil in the world. Long-standing evils such as war have deep-seated causes and can not be eradicated overnight.

In nine short years the UN has prevented conflicts by easing tensions and ended conflicts which might otherwise have flared into world wars. UN helped stop wars in Israel, India, and Indonesia. In Korea it became the first international organization to sponsor effective collective resistance to aggression. The U. S. bore most of the Korean war burden but 15 other UN members contributed armed forces and 46 others gave economic aid.

Within the limitations of human selfishness and national conceits, the UN works to eliminate the conditions which give rise to war. The UN strives for peace and freedom. If we want peace then it is our duty to cooperate unselfishly with the UN and to use it responsibly. On October 24, we should reaffirm our faith in the United Nations.

**"NON-FADING SMILE"?** Among the many commentaries we have received this year of cockeyed distribution on the role and policies of the wholesaler is an impressive and diverting leaflet from the A-P Controls Corp., Milwaukee makers of valves, filters, and driers. Entitled "The story of the man with the NON-FADING SMILE," with cartoons it depicts these thoughts:

"They blame this guy the whole day long for countless things that have gone wrong. And with it all his smile remains through troubles, trials, and dirty names. A Ph.D. on cheese to beer, he's also quite an engineer. Will act as counselor or 'Doc,' gives out with law around the clock.

"His disposition's like a saint's, knows not 'ifs' or 'buts' or 'ain'ts.' Though others moan 'we can't,' he'll try. Your problems can't confuse this guy. Now, lesser men would take absinthe at stock rooms like a labyrinth. His place bursts out at all its seams, but 'customer needs are first,' he deems.

"From A to Z, name one or all. His stocks are handy to your call. Just phone or write or shine around, his creed is 'never let them down.' Advice is free and up-to-date. His word, his credit really rate. The brands he sells are always tops. Unlike this rhyme, he never stops!

"Who are we talking about? It's your friendly jobber."

**STILL STICK BY LUMBER RETAILERS.** Speaking of reaffirming policy or support, Binswanger & Co., Inc., which runs a chain of 18 building supply warehouses from Richmond, Va., to Austin, Tex., recently sent to all its customers and prospective patrons a series of three letters. Signed by President S. E. Binswanger, they were entitled "A Special Letter to Dealers on Distribution Policy."

The second letter from this 82-year-old firm explained that "millwork products, which became a part of our line in 1910, were set up at that time on the well-established basis of *distribution strictly through qualified dealers*. **THAT HAS ALWAYS BEEN OUR POLICY.**"

The third letter pointed out that "the tendency to by-pass normal channels of distribution has been a problem at every level of the distribution system. You are as much aware of this as we and we believe that you will agree with us that it is time to re-establish order and proven channels."

An attached statement of "Our Sales Policy" ended with this potent paragraph:

"Binswanger and Company considers its position in the millwork and building materials distribution system to be that of a wholesaler. As a wholesaler . . . we will refrain from sales to consumers or contractors, considering all such sales to be properly the function of a dealer. Every member of the Binswanger organization pledges his constant effort to the 100% fulfillment of this basic operating policy."

If all wholesalers fulfill this sort of a distribution policy, order is bound to return to the sale of building materials—and each industry factor is certain to fill its historic role economically.

**BE SURE IT'S NO FAKE.** As the fall season of fund-raising campaigns begins, and business firms are approached almost daily for a contribution to this or that cause, we recommend your attention to a few words from *The Advertiser's Digest*:

"Many businessmen live in fear of the dollar-and-cents retaliation upon their business if they fail to support every charity request that comes down to them. All one has to do is lay down a sensible line, follow it for just one year, and this fear will be exploded. Such a policy is also positive insurance that we can not be taken by the fake charities which are constantly with us."

—DONALD L. MOORE.

# "BEST MORTAR I've Put a Trowel to in 20 Years!" — SAID THE MASONRY FOREMAN

ON THIS WELL-DESIGNED, QUALITY-BUILT TEXAS

## COLLEGE DORMITORY



● From foundation to roof, here is quality construction at its economical best . . . LONE STAR PORTLAND CEMENT in the structure . . . LONE STAR MASONRY CEMENT in masonry.

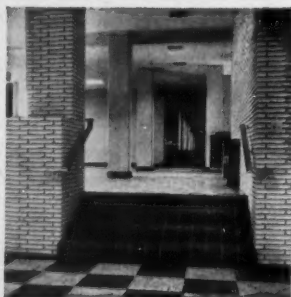
*This modern masonry mortar saves time at the mixing box:* One less cementing material to handle . . . no lime or portland cement to add. Uniform mortar throughout the job . . . because there is one less variable in proportioning.

*Saves time on the scaffold, too:* Extra-smooth, easier-spreading mortar helps Masons place and bed more brick or block in a given time. You can go header high before striking joints . . . clean, smooth joints which add so much to appearance.

*Utmost durability, too . . .* due to low absorption, high water repellency and chemical soundness.

"Best mortar I've put a trowel to in 20 years," said the Masonry Foreman on this job. Use Lone Star Masonry Cement . . . see if you don't agree. Shipped in mixed cars with Lone Star Portland and 'Incor'\* 24-Hour Cement . . . handled by well-established building material dealers everywhere.

\*Reg. U.S. Pat. Off.



MABEE DORMITORY, ABILENE CHRISTIAN COLLEGE  
Abilene, Texas

Architects: WILSON & PATTERSON, Ft. Worth  
Contractor: AL WARD CONSTRUCTION CO., Tulsa, Okla.

Lone Star Ready-Mix Concrete:  
CREEL & CHILDS READY MIX CONCRETE CO., Abilene

Lone Star Masonry Cement:  
SOUTH TEXAS LUMBER CO., Abilene



LONE STAR CEMENTS COVER  
THE ENTIRE CONSTRUCTION FIELD

## LONE STAR CEMENT CORPORATION

Offices: ABILENE, TEX. • ALBANY, N. Y. • BETHLEHEM, PA.  
BIRMINGHAM • BOSTON • CHICAGO • DALLAS • HOUSTON  
INDIANAPOLIS • KANSAS CITY, MO. • NEW ORLEANS • NEW YORK  
NORFOLK • RICHMOND • WASHINGTON, D. C.

LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST CEMENT PRODUCERS: 18 MODERN MILLS, 136,000,000 SACKS ANNUAL CAPACITY





## ENLARGED STORE SHOWS

### *Modern Materials in Use*

★ Two practical ways to reduce the cost of creating a productive showroom for building supplies, Tony McMahon has proven, are to

convert existing warehouse space into a store area and to obtain the assistance of suppliers in planning and obtaining the necessary mate-

rial samples and fixtures.

He has taken these two modernization steps in the Valley Supply Company's plant at 29th Street and Dodds Avenue in Chattanooga, Tennessee, for which he is vice-president and general manager. The accompanying exclusive SOUTHERN BUILDING SUPPLIES photographs reveal the satisfactory results.

The store is on the edge of the city, somewhat off the beaten path, but the salesmanship, advertising, and promotion of this aggressive company draws prospects and customers to it—and then delights them with the comfortable, attractive surroundings and the wide variety of materials and supplies on display.

This year McMahon is stepping up the advertising budget in an effort to push sales on up close to the million-dollar mark during the fiscal year that started in July. Radio, newspaper, and direct-mail advertising are used continuously.

Since more warehouse space was needed anyway, Owner Weldon F. Osborne, Manager McMahon, and Assistant Manager Dick Skurlock (See MATERIALS IN USE page 87)



Displays on walls and island fixtures invite inspection and selection by patrons in modern store of the Valley Supply Company in Chattanooga. Front door is at this corner of showroom. Wall shown above includes overhead panelings, from left, of V-joint cypress, cypress board and batten, and V-joint yellow pine.

## Building volume and profits with

# TOYS

It's late enough to order toys — to get the best selection and realize the greatest mark-up, recommends this Liberty, Mo., lumber dealer. Some of their 1953 profitable showmanship is seen in these photos and described in this story.



★ To assure maximum profits on toy sales during the Christmas season, a dealer should order merchandise in June and display it late in October, the Banks-Wilcox Company, building material dealers in Liberty, Missouri, found out during the 1952 and '53 seasons.

Then, a lot of enthusiastic showmanship is necessary to achieve maximum volume of sales, according to this lumber dealer's president and general manager, A. B. Wilcox. And his toy sales volume last season was substantial because he:

1. Had a diversified stock, particularly of lasting "Santa Claus" gifts.

2. Booked MRS. Santa Claus to attract the children and their parents.

3. Advertised toy and other Christmas-gift items heavily.

4. Decked the front of his store with Christmas trees that paid off.

5. Staged a cagey Turkey Corn Counting contest.

Banks-Wilcox started their Christmas department in the 1952 season with a small line of toys. Even though they were unfamiliar with toy buying and merchandising, the venture successfully produced heavy store traffic and some net profit dollars during a period that is normally dull in the building material business.

Based on this experience and success, the company put on a real promotion in the 1953 holiday season. A carload of Canadian balsam Christmas trees, along with 150 extra large ones, added up to

big business in net profits and in more traffic for toys and other Christmas items.

The Banks-Wilcox toy department had to be enlarged and the stock replenished four times with extra goods last season. Since then this lumber dealer has maintained a "toy department" with one counter of goods for year-round callers as a reminder that the store will be a Santa headquarters, come Christmas-time.

One big come-on this dealer used last December was the promotion of Mrs. Santa Claus in the store, since the Santa idea was in vogue elsewhere and overworked. Mrs. Santa was on hand for three Saturdays before Christmas to talk to children concerning their Christmas expectations, effectively in the presence of proud parents.

Another Wilcox stunt was the display of a caged turkey outside the store in a contest of guessing how many kernels of corn the gobbler would eat in three minutes. First prize was the turkey, second a 28-inch red wagon, and third a beautiful Horsman doll.

In addition, the Banks-Wilcox Company teamed up with eight other local merchants to inexpensively produce and distribute a 16-page catalog urging local and near-by residents to "hurry to Christmas town — Liberty, Mo." This catalog stressed the fact that these furniture, jewelry, hardware, and clothing stores would be "open evenings from December 15 'til Christmas."

In this two-color catalog, which was delivered to every city route resident and railroad, post-office and star route boxholder, Banks- (See CHRISTMAS PROFITS page 90)



# GLASS BEEHIVE *often packs this store!*



*By Baron Creager*

★ Thousands of West Texas school children have learned about the bees—if not the birds—from the Cisco Lumber and Supply Company in Cisco. Owner Charles Sandler has maintained a hive of bees under glass inside his Cisco store for eight years.

During that period, scores of school classes have been attracted from a radius of 60 miles for lectures by Sandler and L. C. Davis on the life and habits of honey bees. The facts related about them can be illustrated from life, since the bees work under glass.



"For an original investment of \$30, this beehive has produced publicity and advertising for us that could not have been purchased," commented Sandler.

"If we had an unlimited budget we could not have bought advertising that would have been as beneficial. Children see the bees, learn the amazing facts about bee life and tell their parents, who also come to see and learn. Then children who have been here in school groups return with small, inde-

pendent groups for another look. It is chain-reaction interest that seems to be endless, bringing people constantly into our store.

"Businessmen from many states have heard about this hive under glass and have stopped to get detailed information on how to establish and maintain such a display.

"If they did, I would venture that they have a crowd constantly at their display windows, for the opportunity of seeing bees at work

(See GLASS BEEHIVE page 97)



In top photo, Charles Sandler easily locates the queen bee through the glass in the beehive that is in his office in the Cisco Lumber and Supply Company. The company name on front of store, above, is animated by "little men" placing the letters. Left, A. C. Pearce demonstrates the handy invoicing machine, which is mounted on a metal base for easy rolling to any part of store.



# "Atlanta's Department Store of

## Building Materials"



**This dealer's stocks,  
displays and services  
measure up to that  
merchandising slogan**

*Exclusive photographs*

★ To make their slogan of "Atlanta's department store of building materials" a profitable reality, the Williams Brothers Lumber Company has quintupled the size of its store at 934 Glenwood Avenue, S. E., in Georgia's capital city. This expansion—and its effective arrangement—makes it the largest and one of the most modern in the South.

The size of the store was enlarged from 25 by 40 feet to 110 by 55 feet, to provide 5,500 square feet of display and sales space! Private offices for the principal officers and department heads also were constructed, each with distinctive lumber paneling, fluorescent lighting, and air-conditioning.

The happy result is that it is mighty easy to shop for building materials, supplies, and housewares in this firm's new store—and it's almost impossible to go in

and come out without finding and buying "on impulse" something needed at home or at work. (This is said advisedly, since the writer on three different visits came out with wooden drawer pulls for a chest that had been sought elsewhere several times, painting tools, light bulbs, and Santa has been alerted about some power tools!)

But this well planned, stocked, and displayed store did not just happen. It is the climax to long

dreaming, scheming, and planning by two generations of Williamses since the second generation came out of World War II service.

Collaborating in the planning, construction, and financing of the remodeled and enlarged structure were the two original Williams Brothers, who grew up in nearby sawmills. They are H. R. Williams, chairman of the board, and J. R. Williams, president.

The second generation of man-

The major departments of the enlarged Williams Brothers store in Atlanta are all identified by block letters. Window glass is a popular and profitable item. The combination storage, display, and cutting compartment is located handily between paint brushes and paints, in view of patrons as they enter the store. The well-lighted and arranged showroom is to be air-conditioned.





Free lemonade makes a big hit with Williams Brothers customers. The dispenser is on end of U-shaped sales counter.



For quick, handy selection by builder or handyman, Williams Brothers have on display in center of the store and in view of street traffic a wide choice of foundation ventilators and roof, gable, and eave louvers. Garden tools are displayed in season.

agerial and planning personnel includes the executive vice-president, John R. Williams, son of H. R.; R. Wendell Williams, secretary-treasurer and son of J. R.; and L. Harold Williams, sales and advertising manager, a nephew of the Williams brothers.

Sales Manager Williams collected trade magazines and literature with store-planning ideas for three years. Then he and W. H. Weatherford, the store manager, sat down and selected the display and arrangement ideas they thought would suit their needs. They

roughed out a store floor plan and in conference with the officials reached final agreement for the store design.

Besides the departmentized wall (See DEPARTMENT STORE page 89)



Two generations now manage the mushrooming Williams Brothers Lumber Company in Atlanta. At left, H. R. Williams, chairman of the board, confers with his son in his gum-paneled, trophy-decked office. John R. Williams, his son, is executive vice-president. Above, he confers with Harold Williams, sales manager, center, and Wendell Williams, secretary-treasurer, over the latest sales report. Office is paneled in oak. Matching desks were built in millwork shop.





*Bob Parker*

# They make Conventions pay

*Mrs. Bob Parker*

By **BARON CREAGER**

★ For several years the Bob Parkers—Mr. and Mrs.—of the Parker Lumber Company in Oklahoma, have been realizing what they consider to be a neat profit on their investment in convention travel and attendance.

The Parkers are not content to merely register, listen to discussions and addresses, and attend social functions. They are perhaps the most attentive members of any audience at conventions they attend in Texas, Oklahoma, Missouri, or elsewhere, for they sit through every business session and copy down the significant remarks of all who appear before the convention.

That is not the end, but just the beginning, for them when they get back to their lumber yard in Ponca City.

From such convention notes, the Parkers have accumulated many profitable ideas over the years. The ideas that stand out for their profit possibilities are filed away systematically. In some cases a substantial portion of the notes made are eventually discarded, having failed to show real merit when weighed and measured in cold analysis, with such judgment unaffected by convention glamour.

Some conventions pay off handsomely in ideas. Others are not so productive, depending on the caliber of the program, Parker points out.

And an idea gathered from a convention program can fall in the "profitable" classification without being the type of idea that can produce dollar profit when applied

locally. Often an idea found in convention notes will solve some minor merchandising or operating problem back home.

"We got to thinking about it some years ago," Bob Parker explained.

"We decided that when a speaker gets up to address a convention, he is there because he has some valuable experience which has produced equally valuable ideas. The speaker isn't there just for the fun of it. Perhaps he has been brought to this convention from hundreds of miles away, at considerable expense to the association, because he is outstanding in his field.

"The thinking of such speakers is valuable, and practically free, to those who hear him. We knew from experience that we couldn't remember half the valuable ideas we heard. So we started taking notes on everybody. It has paid off."

Mrs. Parker is as well trained in note-taking as her husband. She "spells" him at the task of taking notes during a convention session, when discussions are conducted at one point only. During the 1954 convention of the Lumbermen's Association of Texas in Fort Worth, two separate panels were held simultaneously in each of the first two business sessions. Parker chose the panel he considered most difficult and "assigned" Mrs. Parker to the other panel.

When Parker was president of the Oklahoma Lumbermen's Association, his official duties made it impractical for him to take notes



as usual. In that instance, Mrs. Parker was the "star reporter" for the Parker enterprise.

More recently the Parkers have had a new purpose in taking notes at conventions. At the Oklahoma dealer convention in Oklahoma City this month, they will introduce the "Building Tailor," which already is identified on Parker's business card as "A Building Material Merchant's Service."

It is a syndicated service available to lumber yards and building supply dealers. To a large extent it makes use of the accumulation of ideas that has resulted from note-taking at lumbermen's conventions over the years.

"Our Building Tailor service will appeal to the organization. It helps the dealer to offer a personalized service of home planning and counseling assistance to the prospective homebuilder or owner," Parker explained.

At the Municipal Auditorium in Oklahoma City this month, Bob Parker will no longer roam the aisles of the merchandise mart as a spectator. He will plug the promotional virtues of his "Building Tailor" service—an idea that resulted from his habit of gathering profitable ideas at conventions.



The convenient, comfortable Atlanta Biltmore Hotel is the site of Dixie's popular Dealer Convention and Materials Show. The parking deck at right tops the 14,080-square-foot Exhibit Hall. It will be packed with nearly 100 timely exhibits of building materials, specialties and services.

*plan now to attend*  
**second annual**  
*Southeastern*



# DEALER CONVENTION AND BUILDING MATERIAL SHOW

**Biltmore Hotel — Atlanta, Ga. — November 3, 4, 5, 1954**

The display below was typical of 78 exhibits at 1953 Southeastern Show.



★ **THREE MANAGEMENT FORUMS** on marketing, Do-It-Yourself shows, and financing sales.

★ **F.H.A. NEWS** reported directly by the F.H.A. commissioner, Norman P. Mason.

★ **OVER 80 TOP-NOTCH EXHIBITS** by Dixie's leading suppliers of building materials and services.

★ **DINNER-DANCE**, Georgia Tech-Tennessee football game, and special entertainment for the ladies.

**TURN PAGE FOR DETAILS.**

# PROGRAM for the second annual SOUTHEASTERN Dealer Convention and Building Material Show

## Tuesday, November 2

3:00 P.M.—Registration in Crystal Lounge, Biltmore Hotel.

## Wednesday, November 3

8:00 A.M.—Registration in Crystal Lounge.

9:00 A.M.—Exhibits open in Exhibit Hall, Biltmore Hotel.

12:30 P.M.—**Big Luncheon session.** Empire Ball Room, Biltmore Hotel. W. S. Sexton, president of Tennessee Building Material Assn., presiding. Speech on "F. H. A. News" by Norman P. Mason, commissioner, Federal Housing Administration, Washington.

**Dealer Management Forum on "Marketing."** Moderated by Arthur A. Hood, editor, *American Lumberman*, Chicago. Panel members: Maurice R. Large, Farmville Manufacturing Co., Farmville, Va.; Russell W. Nowels, Nowels Lumber and Coal Co., Rochester, Mich.; W. T. Spencer, Spencer Lumber Co., Gastonia, N. C.; J. Murphy Thomas Jr., Leake and Goodlett, Inc., Tupelo, Miss.



LARGE



THOMAS



SPENCER

4:00 P.M.—Exhibits open until 6 o'clock.

## Thursday, November 4

8:00 A.M.—**Breakfast meeting,** Empire Room, Biltmore Hotel. Presentation of "Lu-Re-Co System of Panel Construction."

8:00 A.M.—Registration continues, Crystal Lounge.

9:00 A.M.—Exhibits open in Exhibit Hall, Biltmore Hotel.

1:30 P.M.—**Second business session.** Georgian Ball Room, Biltmore Hotel. R. C. Tylander, president of Florida Lumber and Millwork Assn., presiding. "The Future of America," speech by Edward G. Gavin, editor, *American Builder*, Chicago.

**Dealer Management Forum on "How to Put on a Do-It-Yourself Show in Your Own Store."** Moderated by Donald R. Brann, Easi-

Bild Pattern Co., Pleasantville, N. Y. Panel members: Ernest Dichter, Institute for Research in Mass Motivations, Inc., New York; Lucien L. Renuart, Renuart Lumber Yards, Inc., Coral Gables, Fla.; Adolph Voge Jr., Best Lumber and Millwork Co., Memphis, Tenn.



RENUART



VOGE

4:00 P.M.—Exhibits open until 6 o'clock.

7:00 P.M.—**Banquet and dance,** Georgian Ball Room, Biltmore Hotel. Clayton Rand, Gulfport, Miss., editor, lecturer, and author, will make "after dinner speech." Music for dancing by Charlie Chase orchestra, Atlanta.

## Friday, November 5

8:00 A.M.—Registration continues, Crystal Lounge.

9:00 A.M.—Exhibits open in Exhibit Hall, Biltmore Hotel.

1:30 P.M.—**Third business session,** Georgian Ball Room. C. W. Peek Jr., acting president of Building Material Merchants of Georgia, presiding. Report on National Lumber Dealers Exposition in New York City by Phil Crenden, Chicago, NRLDA Exposition Chairman.

**Dealer Management Forum on "Financing Sales."** Moderated by Donald A. Campbell, executive vice-president of Kentucky Retail Lumber Dealers Assn., Lebanon, Ky. Panel members: W. W. Henderson, Henderson-Moorefield Lumber Co., Hopkinsville, Ky.; Don G. Maffett, Anderson-McGriff Co., Atlanta, Ga.; Bedford F. Seale, Seale Lumber Co., Birmingham, Ala.; W. S. Sexton, City Lumber Co., Knoxville, Tenn.



SEALE  
(left)



HENDERSON  
(right)



**Clayton Rand** (above) will speak at the banquet Thursday evening in the Georgian Ball Room. A graduate of the Harvard Law School, he is considered the "dean of Southern after-dinner speakers." Rand is editor of the *Dixie Guide and Press* in Gulfport, Miss., his home-town. He has won two national editorial awards. A world traveler, he publishes his impressions in a syndicated newspaper column and in books.

**Ray C. Tylander** (lower left) will preside at the second business session Thursday afternoon. He is president of the Florida Lumber and Millwork Association, one of the three convention sponsors. He manages the West Palm Beach yard of Tylanders, Inc.



**Norman P. Mason** (right) is commissioner of the Federal Housing Administration in Washington, D. C. He will bring news of that agency and the Housing Act of 1954 at the luncheon session Wednesday at high noon. Mason is past-president of the National Retail Lumber Dealers Association and former chairman of the Construction and Civic Development Committee of the U. S. Chamber of Commerce. He also formerly was treasurer of the W. P. Proctor Lumber Company in Mass. and a trustee of the Lumber Dealers Research Council.



**Phil Creden** (above) will report on attendance and highlights of the National Retail Lumber Dealers' Exposition which will be held in New York City early in October. Creden is chairman of the NRLDA Exposition Committee and also its Public Relations Committee. He is director of public relations for the Edward



Hines Lumber Company, with which he has served since 1937. Creden studied at the Mass. Institute of Technology before joining the *Chicago Tribune's* advertising staff.

**Charlie Peek** (below) will preside at the final business session Friday afternoon. He is acting president of the Building Material Merchants of Georgia, due to the convalescence of President A. S. Johnson Sr. of Albany. Peek is president and manager of the Peek-Hightower Lumber and Supply Company in Cedartown, Ga. He is active in Atlanta Hoo-Hoo Club No. 1.







**Donald R. Braun** (above) will moderate the Dealer Management Forum Thursday afternoon on "How to Put on a Do-It-Yourself Show in Your Own Store." He founded the Easi-Bild Pattern Company in Pleasantville, N. Y., in 1938. His firm now sells over 3,000,000 patterns for over 250 different wood items annually. He also heads the American How-To Council. Last year he was presented one of the coveted Horatio Alger Awards for his business enterprise and success.

**Don A. Campbell** (right) will moderate the third Dealer Management Forum on "Financing Sales" Friday afternoon. He is executive vice-president of the Kentucky Retail Lumber Dealers Association and also active owner of the Boner-Campbell Company, building material dealers in Lebanon, Ky. Campbell has served as president of the National Retail Lumber Dealers Association and as mayor of his city. He is a retailer member of the national Lumber Standards Committee. Campbell was one of the most popular men at the first Southeastern dealer convention last fall, when he moderated the panel discussions.

## Dealers and Exhibitors Happy Over Plans for Southeast Show

YES, IT'S TRUE what they say about Dixie's new annual regional convention and show for lumber and building material dealers!

They like it because it brings more together — from a wider area to exchange ideas.

They like it because it provides larger and more revealing exhibits of materials and services.

And they like it because it brings top-flight speakers before them in the fall for an insight into business trends and solutions to common problems.

If you could talk to a hundred of the folks who attended and participated in last year's Southeastern dealer convention and building material show, you would find them saying pretty much what the representative dealers and exhibiting manufacturers say in the voluntary testimonials below.

Among others who are enthusiastic about the opportunities Dixie's regional convention provides are these Georgians: Marietta's Steve Tumlin; Monroe's Mrs. Clara N. Roberts; Rome's Harold Storey; Union City's Ed Green; Valdosta's S. R. Purdy, and Warner Robin's Ed Bayer. And these Floridians: Clermont's Morgan Norris; Deland's R. K. Gregory; Lakeland's Clyde McGinnes; Ocala's A. C. Luffman, and Pensacola's Henry Cary. And these Tennesseans: Chattanooga's Wade Mitchell; Cookeville's John Stites; Springfield's Charles Brandon, and Johnson City's H. T. Cowan. And Virginia's Ivey Holland and Bob Mustain. And Carolina's Bob McManus, Elbert Combs, and Ford McGowan.



Now for some first-hand observations of dealers and exhibitors who were there for the first Southeastern convention at the Atlanta Biltmore Hotel last October—

**Fleming W. Smith**, Nashville, Tenn., lumber dealer:

"I endorse the Southeastern forum and show for several reasons. The forum was well prepared and executed by above average dealers. Second, the manufacturers' displays were better and more complete than has been possible at state meetings. Third, this meeting put the dealers in the proper perspective with architects and builders."

**Kelly Hyche**, Jasper, Ala., yard manager:

"We received a great deal of benefit from the show, such as information on new products, financing, advertising, as well as merchandising ideas. Attending such a meeting stimulates us in our building material business. This gives us a chance to see ourselves as others see us, or to compare our business with other firms. This year we are interested in the Lu-Re-Co system, how to make jigs and manufacture the panels."

**Hugh Williams Jr.**, Tallahassee, Fla., building supply dealer:

"My wife and I enjoyed the first Southeastern dealer convention. We got some good ideas for planning our new store in Tallahassee, as well as some leads on new lines of merchandise. Of course we'll be in Atlanta in November!"

**A. L. (Dick) Dent**, Celotex district manager:

"From a manufacturer's viewpoint, an annual Southeastern Building Material Show offers an excellent opportunity to display our products to more dealers in one place. I think most exhibitors can afford to put more into their individual exhibits for such a regional show."

**George Petters**, Johns-Manville's Atlanta district manager:

"Meeting our retail dealers from several states at once was a real pleasure last year, and I'm looking forward to meeting even more this year. This annual show offers an unusual regional opportunity to exhibit to dealers from a wide area."

**B. W. Fleming**, manager of the DeJarnette Supply Co., Atlanta:

"It's a great pleasure to talk informally with retail building material dealers from other states and compare our respective building problems. We are looking forward not only to seeing many friends this year but studying the many helpful exhibits."

## Sponsoring Associations Serve Dealers

EVER SINCE the first Southeastern dealer convention and building material show in Atlanta last October 23-25, most of the 945 persons who attended and participated in it have been looking forward to the second edition this fall — and speaking heartily in favor of it.

This regional exposition-forum was inaugurated last year through the joint efforts of officers of the Florida Lumber and Millwork Association, the Building Material Merchants of Georgia, and the Tennessee Building Material Association. As suggested by SOUTHERN BUILDING SUPPLIES personnel, they saw in such a convention a practical means of providing their dealer members and associates with a larger exposition of building materials and a more varied business program that would attract more outstanding program principals and top management of lumber yards.

By authentic tabulation of the show management, the first Southeastern convention last October was attended by the representatives and guests of 79 exhibiting firms, 21 wholesale companies, 182 dealerships, and some architects and contractors. A net total of 389 dealer personnel and guests were present.

This Southeastern dealer convention and building material show is the newest of the popular services provided by the three co-sponsoring dealer associations for their members. Yet, it is open to all building material personnel from the Southeast, including dealers in Mississippi, Alabama, the Carolinas, and Virginia. The invitations to this convention mailed to them were sincere bids for them to take advantage of this regional show.

It compares, in the eyes of manufacturers and trade associations, with those in the Northeast, Southwest, and Northwest.

Other popular services provided by the sponsoring associations for dealers, in return for moderate membership dues, are briefly presented below, by state organizations.

### GEORGIA

"THERE IS STRENGTH in numbers —and our trade association offers us power and countless services at low cost that none of its members could



Co-sponsors of the Southeastern dealer convention and building material show in Atlanta, November 3-5, are the Florida Lumber and Millwork Association, the Building Material Merchants of Georgia, and the Tennessee Building Material Association. Seen above completing plans for this second annual regional exposition, left to right, are W. S. Sexton, of Knoxville, Tennessee association president; Mrs. Marie Bennett, of Orlando, secretary-treasurer of the Florida organization, and Joe G. Rowell, of Atlanta, Georgia dealer counselor.

Mrs. Bennett is in charge of the convention publicity and promotion. Rowell is in charge of exhibits and show arrangements.

President Sexton will preside at the opening luncheon and business session Wednesday afternoon.

obtain individually." That's what Waycross' O. K. Burgess thinks of the Building Material Merchants of Georgia, and it sums up the reasons why dealers from all states appre-

ciate their association services more each year.

**Educational Program.** The Georgia dealer association recently organized six district groups that meet once a month, usually for a dinner meeting, to tackle area problems and to profit from an educational program. The association office provides the material for about 80 per cent of these meetings and Counselor Joseph G. Rowell attends as many as possible in person.

Under the sponsorship of the association, the Georgia Institute of Technology conducted a series of Building Material Dealer Personnel Institutes, attended by employees of yards in several states. These 30-day courses will be resumed when the need again demands.

**Advice to Individuals.** Counselor Rowell's telephone rings night and day for answers to the day-to-day problems of individual dealers. These concern matters ranging from interpretation of laws and regulations to problems of distribution.

**Annual Convention.** Each spring, association members assemble at a resort town for three days of up-to-the-minute speeches and forums and the opportunity to become better acquainted with each other and their suppliers and manufacturers.

(See GEORGIA HELPS page 53)



Robert O. Brownlee, of Knoxville, is in charge of the Southeastern convention program and entertainment. He is secretary-manager of the Tennessee Building Material Association.

# These Exhibitors and Friends Will Greet You at the Southeastern Building Material Show

**Exhibit Hall - Biltmore Hotel - Atlanta - November 3-5, 1954**

**ADDISON-RUDESAL, INC.** Atlanta, Ga.  
Products Displayed: Malt-A-Vent and Malt-A-Glide Window Units  
Personnel: T. E. Addison Jr., E. B. Addison, J. M. Rudesal Jr., George Hull, Bob Nickerson, Ed Copeland

**AMERICAN CABINET HARDWARE CORP.** Rockford, Ill.  
Products Displayed: Amerock Chrome-Plated Hardware, Wintite Locks and Lifts, Colonial Black and Antique Copper Hardware  
Personnel: George Taylor, Folke Engstrom, Earl Fengler

**AMERICAN STA-DRI CO.** Brentwood, Md.  
Products Displayed: Sta-Dri Masonry Paint, Undercoat, Clear-Coat, Link, Primer Sealer  
Personnel: E. P. Miller, E. B. Castle, George D. Lynch, Charles Berry

**AMERICAN ZINC INSTITUTE** New York, N. Y.

**ARMSTRONG CORK CO.** Atlanta, Ga.  
Products Displayed: Armstrong Acoustic Tile, Insulating Sheathing, Roof Deck  
Personnel: Bunchy Fowler, Dick Herring

**BARCLAY MANUFACTURING CO.** Atlanta, Ga.  
Products Displayed: Barclay Paneling, Square; Barwood; Bar-wall Wall Plank; Barclite Plastic  
Personnel: H. DePaul Darrall

**BARRETT DIVISION, ALLIED CHEMICAL AND DYE CORP.** Atlanta, Ga.  
Products Displayed: Barrett Asphalt Shingles, Roll Roofing, Wood Preservatives, Protective Coatings, Rock Wool Insulation, Asbestos Siding  
Personnel: Harry Hamilton, G. P. Thomas, W. F. Wilson, C. J. Benson

**BIRD AND SON, INC.** Charleston, S. C.  
Products Displayed: Bird Roofing  
Personnel: A. K. Powers, William Burns, B. L. Sears

**BRANDINO SALES CO.** Birmingham, Ala.  
Products Displayed: National Locks, Washington Steel Products Kitchen Accessories, Knappe and Vogt Fixture Hardware  
Personnel: J. H. Clark, A. J. Brandino

**BURNS BRICK CO.** Macon, Ga.  
Products Displayed: Building and Facing Brick  
Personnel: E. K. Stephens, Derry Burns, W. J. Penn Jr.

**BURNS MANUFACTURING CO.** Louisville, Ga.  
Products Displayed: Burns Aluminum Tension Screens  
Personnel: Sam Burns, W. F. Denny, W. J. Clark Jr.

**CELOTEX CORP.** Atlanta, Ga.  
Products Displayed: Celotex Insulation Board, Asphalt Roofing, Insulating Siding, Hardboard, Rock Wool, Gypsum Wallboard  
Personnel: Dick Dent, Allen Cassin, J. L. Allegood, C. P. Crosby

**CENTRAL WOODWORK, INC.** Atlanta, Ga.  
Products Displayed: Ideal Woodwork, Central Woodwork, Dierks Trim, Double-Hung and Awning Windows, Tension Screens  
Personnel: A. R. Hardegree, John Huff, Russell Dodson, F. C. Proctor

**CERTAIN-TEED PRODUCTS CORP.** Atlanta, Ga.  
Products Displayed: Certain-teed Composition Roofing  
Personnel: R. T. Brazzeal, J. W. Leathers, K. A. McCaskill

**R. G. COFFMAN CO., INC.** Orlando, Fla.  
Products Displayed: Ornamental Iron, Table and Chair Legs  
Personnel: Wooda B. Elliott, Charles C. Ottosen

**DOUGLAS FIR PLYWOOD ASSN.** East Point, Ga.  
Products Displayed: Fir Plywood and Dealer Sales Aids  
Personnel: William T. Robison, Delbert P. Schwab

**DRYWALL TRIM, INC.** Milwaukee, Wis.  
Products Displayed: Metal Trim for Drywall Construction  
Personnel: C. G. Wollaeger, James H. McElroy, Charles A. Garn, James Stair

**E. I. DU PONT DE NEMOURS AND CO., INC.** Atlanta, Ga.  
Products Displayed: Paints  
Personnel: W. J. Rolader, M. J. Hanger, G. W. Middleton, C. P. Culp, H. L. Norton

**EASI-BILD PATTERN CO.** Pleasantville, N. Y.  
Products Displayed: Build-It-Yourself Patterns  
Personnel: Harry Lee, Clarence Meyer

**EZ-WAY SALES, INC.** St. Paul Park, Minn.  
Products Displayed: Ez-Way Disappearing Stairways  
Personnel: Warren Bjorklund, George F. Currie

**FLINTKOTE CO.** Atlanta, Ga.  
Products Displayed: Roofing Products, Asphalt and Asbestos Products, Insulating Board, Insulating Wool, Insulating Siding  
Personnel: G. G. Davenport, Warren Battle, Fred Peteet, Clyde Perry

**FRANTZ MANUFACTURING CO.** Sterling, Ill.  
Products Displayed: Sectional Garage Doors  
Personnel: W. L. Black, D. B. Kee, E. W. Haines, R. C. Harrington

**GATE CITY SASH & DOOR CO.** Fort Lauderdale, Fla.  
Products Displayed: Wood Awning and Aluminum Awning Windows  
Personnel: John Schaffer, Cleve MacLane

**GENERAL DOOR MANUFACTURING CO.** Milwaukee, Wis.

**EDWARD HINES LUMBER CO.** Atlanta, Ga.  
Products Displayed: Douglas Fir, Western Hemlock, Western Red Cedar, Ponderosa Pine, Other Hardwoods, Plywoods  
Personnel: Cliff Rhea, Jack Dean

**HOMASOTE CO.** Trenton, N. J.

**HUNTINGTON INDUSTRIES, INC.** Memphis, Tenn.

**INDEPENDENT NAIL & PACKING CO.** Bridgewater, Mass.  
Products Displayed: Stronghold and Screw-Tite Nails, Screw-Tite Floor Nailing Machine  
Personnel: Arthur S. Tisch, E. W. Proctor

**INDIANA LUMBERMENS MUTUAL INSURANCE CO.** Knoxville, Tenn.  
Products Displayed: Insurance for Lumbermen  
Personnel: W. T. Brown

**INDUSTRIAL PRODUCTS CO., INC.** Mt. Pleasant, Tenn.  
Products Displayed: Insulaire Batts and Pellet Insulation  
Personnel: H. S. Wakefield

**INLAND STEEL PRODUCTS CO.** Milwaukee, Wis.

**INSULITE DIVISION, MINNESOTA & ONTARIO PAPER CO.** Minneapolis, Minn.  
Products Displayed: Structural Insulation Board; Interior Acoustical Products, Tile, Plank; Non-Rigid Insulation  
Personnel: F. J. Fitzgerald, R. F. Renwick, B. W. Walters, W. B. White, M. C. Fairfield

**JOHNS-MANVILLE SALES CORP.** Atlanta, Ga.  
Products Displayed: Ceiling Panels, Wider Colorbestos Asbestos Siding Shingles



- Personnel: George Petters, W. H. Jackson, G. Lester Forbes, D. H. MacKay, R. F. Walton
- KEASBEY & MATTISON CO.** Atlanta, Ga.  
Products Displayed: Asbestos-Cement Roofing and Siding  
Personnel: J. R. Vaughan, J. R. Cade, A. J. Hedrick, S. C. Outlaw
- KIMBERLY-CLARK CORP.** Atlanta, Ga.  
Products Displayed: Kimsul Insulation  
Personnel: R. V. Bellmore, F. H. Brookes
- LEHON CO.** Memphis, Tenn.  
Products Displayed: Mule-Hide Roofing, Rock Wool Insulation, Asbestos Siding  
Personnel: Gordon Ellis, G. O. Waring, Jack Horton
- LIBBEY-OWENS-FORD GLASS CO.** Atlanta, Ga.  
Products Displayed: Window Glass, Other Glass Products  
Personnel: Russell F. Snyder, Bruce D. Henry, William R. Butler
- LOGAN-LONG CO.** Birmingham, Ala.  
Products Displayed: Asphalt Roofing  
Personnel: John W. Butsch, L. M. Butsch, Herb Iverson, Paul Logan
- LOUV-R-PAK CO.** Fort Worth, Tex.  
Products Displayed: Metal Louvers  
Personnel: Wade Webb
- LUMITE DIVISION, CHICOPEE MILLS, INC.** New York, N. Y.  
Products Displayed: Chicopee Tension Screen, Fiber Glass Screen Cloth, Lumite Screen Cloth  
Personnel: Tom Lynch, Dick Petrequin, Bill Volk
- MARSH WALL PRODUCTS, INC.** Dover, Ohio  
Products Displayed: Prefinished Wall Panels, Plank and Block Wall and Ceiling Materials  
Personnel: R. L. Phillips, D. B. Osborne, D. C. Allison, E. W. Whaley, Frederick Addy, Clyde Walker Jr., S. X. Thomas
- MASONITE CORP.** Atlanta, Ga.  
Products Displayed: Masonite Presdwoods, Hardboards  
Personnel: P. A. Sharp, K. C. Kerr
- NATIONAL GYPSUM CO.** Atlanta, Ga.  
Products Displayed: Twinsulation Rock Wool, Asbestos Products  
Personnel: G. V. Arnold, F. M. Arrington, C. W. Cook, A. H. Stephens
- NATIONAL LOCK CO.** Decatur, Ga.  
Products Displayed: National Locksets, Select-A-Pak Cabinet Hardware, Butts, Hinges, Shelf Hardware  
Personnel: Don Field, Ken Field, Joe Daily, Charlie Castle
- NATIONAL PLAN SERVICE, INC.** Chicago, Ill.  
Products Displayed: Plan Books, Calendars, Truck Posters  
Personnel: P. M. Dormeyer, R. J. Schnell
- NEW YORK WIRE CLOTH CO.** New Canaan, Conn.  
Products Displayed: Dural Aluminum Tension Screens  
Personnel: A. Leonard Smith, Henry L. Clark, Howard A. Nusbaum, Richard J. Wall
- W. L. O'CALLAGHAN & ASSOCIATES** Austell, Ga.  
Products Displayed: Windows Showing Different Types of Weatherstripping; Grand Rapids Hardware  
Personnel: Bill O'Callaghan, Ted Bowman
- ORANGEBURG MANUFACTURING CO., INC.** Atlanta, Ga.  
Products Displayed: Orangeburg Root-Proof Fiber Pipe  
Personnel: James R. Connell, Bam Price
- REED UNIT FANS, INC.** New Orleans, La.  
Products: Attic, Window Fans—Staff: L. P. McElveen Jr.
- REMINGTON RAND, INC.** New York, N. Y.  
Products Displayed: Adding Machines, Electric Typewriters, Accounting Machines, Calculators, Photo Records Equipment  
Personnel: L. J. Head, R. W. Woodbury, H. H. Deaton
- R. O. W. DISTRIBUTORS** Rocky Mount, Va.  
Products Displayed: Movable Double-Hung and High-Lite Gliding Window Units, Vent-A-Wall Awning and Stationary Sash Units—Personnel: Pat A. Ellis, Darwin T. Vaughn
- RUBEROID CO.** New York, N. Y.  
Products Displayed: Lok-Tab Asphalt Shingles, American Thatch Asbestos Shingles  
Personnel: W. C. Byrd, Fred Sweeney, John Hall Jr., Frank Woods, Joe Morris
- RUDIGER-LANG CO.** New Orleans, La.  
Products Displayed: Tension Window Screens  
Personnel: P. C. Rose Jr., Leon B. Tudor
- SHERWIN-WILLIAMS CO.** Atlanta, Ga.  
Products Displayed: Kem Products and Dealer Line of Paints  
Personnel: L. W. Beard, G. H. Barrett, A. C. Dunn, R. A. Carland, C. H. Sticher
- SHOWER DOOR CO. OF AMERICA** Atlanta, Ga.  
Products Displayed: Permalume Shower Doors, Tub Enclosures, Daylight Shower Stalls  
Personnel: Neal Kilby, Manny Gluck, Fred McCord, Bill Richardson
- SOUTHERN PINE ASSN.** New Orleans, La.  
Products Displayed: Southern Pine Dealer Merchandising Aids  
Personnel: C. R. Frazier
- SOUTHERN ZONOLITE CO.** Atlanta, Ga.  
Products Displayed: Insulation, Plaster Aggregate, Concrete Aggregate, Acoustical Materials  
Personnel: L. A. White, J. A. Dixon
- SPRINGTITE SCREEN MANUFACTURING CO.** Atlanta, Ga.  
Products Displayed: Frameless Screens  
Personnel: C. M. Coogler, S. L. Nelms, C. H. Leftwich, John Jinks
- STANDARD DRY WALL PRODUCTS, INC.** New Eagle, Pa.  
Products Displayed: Thoroseal, Quickseal, and Waterplug Waterproofing Materials  
Personnel: Paul G. Batelaan, Phil C. Donnelly, O'Neil Hutcheson
- STAPLE FASTENER CO.** Atlanta, Ga.  
Products Displayed: Duo-Fast Stapling Machines, Tackers, Industrial Machines  
Personnel: Joe T. Jones, Mike Driskell, Bill Powers, Carl Tidwell, Tom Tegeder
- SUPERIOR FIREPLACE CO.** Jacksonville, Fla.  
Products Displayed: Heatform Fireplace Unit; Portable Barbe-Q-Bowl and Accessories  
Personnel: Clyde M. Rector, Robert A. Antill
- SUPERIOR WALL PRODUCTS CO.** Columbia, S. C.  
Products Displayed: Tileboard, Prefinished Wallpanels and Accessories, Hang Kit for Product Application  
Personnel: E. W. Proctor, Louis E. Buehn
- TENNESSEE PRODUCTS AND CHEMICAL CORP.** Nashville, Tenn.  
Products Displayed: Tensulate Mineral Wool Insulation, Perlite, Charquets Charcoal Briquettes  
Personnel: Eldred Cayce, B. S. Howell Jr.
- U. S. GYPSUM CO.** Atlanta, Ga.  
Products Displayed: Large USG Sign Available to Dealers  
Personnel: E. R. Stainback, A. S. Colvin, T. J. Egan, Clark Baker, S. R. Foy, W. B. Castle
- U. S.-MENGEL PLYWOODS, INC.** Atlanta, Ga.  
Products Displayed: Weldwood Plywood Items, Prefinished Plankweld, V-Grooved Weldwood  
Personnel: Wallace E. Williams, G. R. Lindley
- WARE LABORATORIES, INC.** Decatur, Ga.  
Products Displayed: Aluminum Jalousie Windows and Doors; Aluminum Casement, Residential Awning, Intermediate Awning, and Intermediate Projected Windows  
Personnel: A. E. Wise, M. J. Doran
- WASHINGTON STEEL PRODUCTS CO.** Tacoma, Wash.
- WEATHER-WISE WINDOWS, INC.** Youngstown, Ohio  
Products Displayed: Universal Aluminum Extruded Screen Door, Storm Door, Combination Window  
Personnel: George Green, J. Marmagin, George Egendorf, M. W. Malkoff

**WESTERN PINE ASSN.**

Products Displayed: Lumber Species in Common and Select Grades, Finished With Various Finishes  
Personnel: Leo Beckstrom

Portland, Ore.

**WRENN BROTHERS**

Products Displayed: Material-Handling Equipment  
Personnel: George Wrenn, Preston Wrenn, Paul Wrenn

Charlotte, N. C.

**WOOD CONVERSION CO.**

Products Displayed: Balsam-Wool Sealed Blanket Insulation, Nu-Wood Structural Insulation Products, Acoustical Tile  
Staff: F. S. Burgen, Wayne Scott, Jack Lambert, C. W. Muff

Atlanta, Ga.

**ZEGERS, INC.**

Products Displayed: Dura-Seal Combination Metal Weather-strip-Sash Balance  
Personnel: Charles E. Duke, H. Carleton Lang

Chicago, Ill.

## ***Products Displayed - Who Exhibits Them***

**ACOUSTICAL TILE**

Armstrong Cork Co.  
Insulite Division  
Wood Conversion Co.

**ASBESTOS SHINGLES**

Johns-Manville Sales Corp.  
Keasbey-Mattison Co.  
National Gypsum Co.  
Ruberoid Co.

**ASBESTOS SIDING**

Lehon Co.  
National Gypsum Co.  
Barrett Division

**ASPHALT ROOFING**

Bird and Son, Inc.  
Celotex Corp.  
Certain-teed Products Corp.  
Flintkote Co.  
Keasbey & Mattison Co.  
Lehon Co.  
Ruberoid Co.  
Barrett Division  
Logan-Long Co.

**ATTIC STAIRWAYS**

Ez-Way Sales, Inc.  
Huntington Industries, Inc.

**ATTIC VENTILATORS**

Louv-R-Pak Co.

**AWNING WINDOWS**

Addison-Rudesal, Inc.  
R. O. W. Distributors  
Ware Laboratories, Inc.  
Central Woodwork, Inc.  
Gate City Sash & Door Co.

**BATHROOM DOORS**

Shower Door Co. of America

**BRICK**

Burns Brick Co.

**BUILDERS HARDWARE**

Brandino Sales Co., Inc.  
W. L. O'Callaghan & Assn.  
American Cabinet Hardware Co.  
Independent Nail & Packing Co.  
National Lock Co.

**BUILD-IT-YOURSELF PATTERNS**

Easi-Bild Pattern Co.

**CASEMENT WINDOWS**

Ware Laboratories, Inc.

**CHARCOAL BRIQUETTES**

Tennessee Products & Chemical Co.

**DOUBLE-HUNG WINDOWS**

R. O. W. Distributors  
Central Woodwork, Inc.

**DRY-WALL TRIM**

Drywall Trim, Inc.

**FIREPLACE UNITS**

Superior Fireplace Co.

**GARAGE DOORS**

Frantz Manufacturing Co.  
General Door Manufacturing Co.

**GLASS**

Libbey-Owens-Ford Glass Co.

**GYPSUM WALLBOARD**

Celotex Corp.  
National Gypsum Co.  
U. S. Gypsum Co.

**HARDBOARD**

Celotex Corp.  
Masonite Corp.

**HOUSE PAINTS**

E. I. du Pont de Nemours & Co., Inc.  
Sherwin-Williams Co.

**INSULATION**

Celotex Corp.  
Flintkote Co.  
Industrial Products Co., Inc.  
Insulite Division  
Southern Zonolite Co.  
Tennessee Products & Chemical Corp.  
Wood Conversion Co.  
Lehon Co.  
National Gypsum Co.  
Barrett Division  
Kimberly-Clark Corp.

**INSULATING BOARD MATERIALS**

Celotex Corp.  
Flintkote Co.  
Insulite Division  
Wood Conversion Co.  
Kimberly-Clark Corp.  
Homasote Co.

**INSULATING SIDING.  
SHEATHING**

Armstrong Cork Co.  
Celotex Corp.  
Flintkote Co.  
Homasote Co.

**INSURANCE**

Indiana Lumbermen's Mutual Insurance Co.

**JALOUSIE WINDOWS, DOORS**

Ware Laboratories, Inc.

**LUMBER**

Edward Hines Lumber Co.  
Western Pine Assn.  
Southern Pine

**MASONRY PAINTS, SEALERS**

American Sta-Dri Co.  
Standard Dry Wall Products, Inc.

**MATERIAL-HANDLING**

Wrenn Brothers

**METAL LATH**

Inland Steel Products Co.

**NAILING MACHINES**

Independent Nail & Packing Co.

**OFFICE MACHINES**

Remington Rand, Inc.

**ORNAMENTAL IRON**

R. G. Coffman Co., Inc.

**PLAN BOOKS**

National Plan Service, Inc.

**PLYWOOD**

Edward Hines Lumber Co.  
U. S.-Mengel Plywoods, Inc.  
Douglas Fir Plywood Assn.

**PREFINISHED HARDBOARD**

Marsh Wall Products, Inc.  
Superior Wall Products Co.  
Barclay Manufacturing Co.

**ROOF DECK**

Armstrong Cork Co.  
Insulite Division

**SEWER AND DRAINAGE PIPE**

Orangeburg Mfg. Co., Inc.

**SCREEN CLOTH**

Lumite Division, Chicopee Mills, Inc.

**SCREEN DOORS**

Weather-Wise Windows, Inc.

**SLIDING WINDOWS**

Addison-Rudesal, Inc.  
R. O. W. Distributors

**STAPLING MACHINES, TACKERS**

Staple Fastener Co.

**TENSION SCREENS**

Burns Manufacturing Co.  
Lumite Division, Chicopee Mills, Inc.  
New York Wire Cloth Co.  
Central Woodwork, Inc.  
Rudiger-Lang Co.  
Springtite Screen Manufacturing Co.

**VERMICULITE PRODUCTS**

Southern Zonolite Co.  
Tennessee Products & Chemical Corp.

**WEATHERSTRIP—  
SASH BALANCE**

W. L. O'Callaghan & Associates  
Zegers, Inc.

**WOOD PRESERVATIVES**

Barrett Division

**WOOD TRIM**

Central Woodwork, Inc.

# Builder makes 3 important savings

*by using Double-Waterproofed  
CELOTEX INSULATING SHEATHING  
instead of ordinary sheathing*



David Refkin, President, Island Construction Company, Division of Long Island Homes, Milwaukee, Wisconsin, says, "Of the many reasons we have for using 4' wide,  $\frac{25}{32}$ " thick Celotex Double-Waterproofed Insulating Sheathing exclusively, perhaps the most important are: First, it saves material by eliminating the need for corner bracing. Second, it saves labor because it goes up easier and faster. Third, it saves time because its asphalt coating provides such effective moisture protection that after-rain delays are minimized. In addition, Celotex's double-waterproofing process prevents moisture absorption during construction, thus avoiding the risk of enclosing moisture in the wall."



After reading Mr. Refkin's letter, it is easy to see why Celotex Double-Waterproofed Insulating Sheathing is the first choice of more and more builders! It is preferred by architects, too—2 to 1 over the next leading brand, according to an independent survey.

So, to step up sheathing sales—and profits—stock, display and promote Celotex Insulating Sheathing. The *practical job advantages* listed below are the key to easier, faster sales!

## Quick Selling Points on Celotex Double-Waterproofed Insulating Sheathing

- 1. Insulates and Weatherproofs** as it builds. All at *one* cost. No building paper needed.
- 2. No Corner Bracing Needed** to meet F.H.A. requirements, with 4 ft. wide,  $\frac{25}{32}$ " thick Celotex Insulating Sheathing. Has approximately 30% greater strength than ordinary sheathing with let-in bracing.
- 3. Goes Up 30% Faster.** Easier to cut and fit. Up to 15% less waste.
- 4. Excellent Shingle Base.** Apply direct, or over Celotex Impregnated Backer Board with special nails.
- 5. Laminated for Extra Strength** and rigidity. All Celotex  $\frac{25}{32}$ " Insulating Sheathing is made of 2 plies, permanently bonded.
- 6. Double-Waterproofed.** Inside, by special treatment that coats every fiber; outside, by asphalt coating. Lets you resume work quicker after rain. High vapor permeability, too!
- 7. It is the Only Sheathing** made of tough, strong, long Louisiana cane fibers—protected by the patented FerroX® process from dry rot and termites.

## Celotex National Advertising Builds Business for YOU

To help you really score in '54 Celotex hits the residential construction and remodeling market with a great new advertising campaign. Month after month you'll see big, colorful ads—*working for you*—in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME.

Make the most of this powerful sales help. Tie in by featuring Celotex Insulating Sheathing and other products in the famous Celotex line. This smooths the way to sales because over a third of a century of national advertising leadership has created nationwide preference for the brand name Celotex!

*Feature the brand builders and architects prefer...*

**CELOTEX**  
REG. U. S. PAT. OFF.  
**INSULATING SHEATHING**

The Celotex Corporation, 120 S. La Salle Street, Chicago 3, Illinois



**It's double  
waterproofed!**





# FREE CHRISTMAS PROMOTION PACKAGE!

TO RETAIL  
LUMBER DEALERS  
FROM  
D.F.P.A.

## FREE PLANS

for christmas  
decorations,  
toys and gifts

**FREE**  
counter stand  
and display

## FREE

sales ideas,  
success stories  
tell you  
"how-to"

## FREE

ad-mats  
radio and TV  
commercials

For dealers who staged a Christmas promotion last year—here's a "better-than-ever" package... complete with "how-to" merchandising ideas!

For dealers who have never tapped the big Christmas "Do-it-Yourself" market—here's a "natural" to build your holiday profits!

### FILL OUT AND MAIL TODAY FOR YOUR FREE CHRISTMAS PROMOTION PACKAGE

Douglas Fir Plywood Association, Tacoma 2, Washington

Please send me absolutely free the material checked:

☐ Counter Stand

Christmas Decoration Plan Folders

Toy and Gift Folders

(Indicate quantity, up to a total of 100 free)

☐ Christmas Window-Wall Banner

☐ Newspaper Christmas Ad Mats

(includes localized publicity material)

☐ Radio Commercials ☐ TV Commercials

Note: "How-to" Merchandising Ideas included in every package.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

## Georgia Helps

(Continued from page 47)

**Cost of Doing Business Survey.** With the cooperation of the University of Tennessee and the Tennessee association, the Georgia group last year started an annual Cost-of-Doing-Business survey.

**NRLDA Services.** As an affiliate of the National Retail Lumber Dealers Assn., the Georgia group benefits from its services. Among these are the Dealer Operating Guide, a monthly advertising program, interpretation of national legislation, and on-the-spot representatives in Washington, to work for legislation favorable to the industry.

**Bulletins.** Interpretations of legislation, news about association members, and occasional employment applications or requests go out to members periodically from the state office.

## FLORIDA

THE FLORIDA Lumber and Millwork Assn. offers its members most services provided by any other state association—plus those of the national association and the Lumber Dealers Research Council.

**Conventions.** The Florida association offers not only an annual state convention, with the opportunity for retailers, suppliers, and manufacturers to become better acquainted, but also a one-day Dealer Conference each September in Orlando.

**District Meetings.** These meetings are called whenever directors feel there is a need for them—in some districts they are held monthly. Officers of the association try to get to as many district meetings as possible to offer up-to-the-minute suggestions for easier business operation.

**Educational Program.** Study courses have been offered to Florida dealers and their personnel through the extension division of the Georgia Institute of Technology and North Carolina State College. Secretary-Treasurer Marie M. Bennett and members of the association are working on plans for a Management Workshop.

**Employment.** The association acts as a clearing house for securing competent employees. It conducts personal interviews and publicizes job or employee needs in the bulletins.

**Bulletins.** As matters of importance to members arise, the association issues special bulletins on these subjects.

**Legislative Committee.** During legislative sessions, the association has representation in the state capi-

tal to work for the interests of the industry in Florida. This committee helps keep other members informed of ways in which legislation may affect local businesses.

**Business Survey.** This year the Florida association ran its first cost-of-doing-business survey, to provide a method for dealers to compare their operating costs with those of other association members.

**Insurance.** The Florida Building Material Insurance Exchange offers active and associate members workmen's compensation, fire, extended coverage and sprinkler leakage, comprehensive automobile, and general liability insurance. It was formed in December, 1953, and was approved by the state insurance commissioner.

## TENNESSEE

WHILE TRADE associations throughout the nation are just beginning to realize the value of cost-of-doing-business surveys, members of the Tennessee Building Material Assn. have been profiting from such surveys for seven years. The survey is conducted for the association each year by the Research Bureau of the University of Tennessee, whose staff prepare information free to dealers.

Many dealers have used the figures and data resulting from the surveys as a guide to their own business operation costs, often finding areas where costs could be trimmed to lower the total.

**News Bulletins.** Secretary-Manager Robert O. Brownlee sends news and information bulletins out to members of the association "as often as needed" to keep them apprised of national and state developments. Copies of Federal regulations are supplied with explanations.

**Group Insurance.** The John Hancock Life Insurance Co. underwrites a program of group insurance for Tennessee dealers, regardless of how few persons may be employed by each firm. This program, introduced on Oct. 1, 1949, has been adopted by almost one-half of the association's members.

**Educational Programs.** As the need becomes apparent, the Tennessee association sponsors educational programs. For several years after World War II, night classes and 30-day training courses were held for dealer personnel. Classes were also held in the evening for personnel who needed more knowledge of homebuilding. The Tennessee association, with the cooperation of the university, was one of the first in the nation to offer special clinics for dealer management.

**Annual Convention.** Each spring Tennessee dealers gather for three days of forums, speeches by industry leaders, and fun.

# NEW

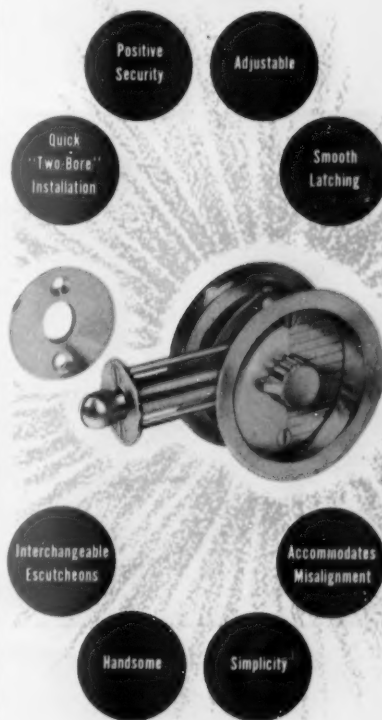
## Adams-Rite

# SLIDING

# DOOR

# LOCK

## Series 660



Outstanding in design—simplest to install—and with life-time performance even under extreme misalignment...this is the amazing story of Series 660.

Simple installation...fits standard 2 1/8" and 3/4" bore. No mortising. Lock accommodates any door misalignment. Bolt gives smooth snubbing latch action and acts as edge pull. Thumb button provides positive security. Solid brass except stainless steel bolt. Adjustable for all doors 1 3/4" to 1 3/8" range. Interchange of locking and non-locking escutcheons makes lock instantly reversible on job.

WRITE FOR COMPLETE INFORMATION



# VENTILITE

*the greatest name in жалousies*

presents the **AMAZING NEW**

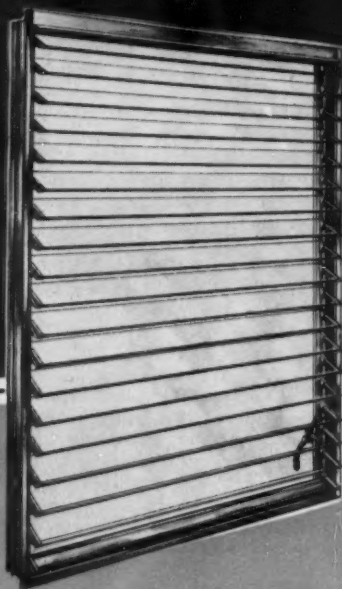
# VENTLOCK

**GLASS JALOUSIE**

Registered U. S. Patent Office #553663

*at competitive prices or less!*

**VENTLOCK**



**VENTLOCK**

... A revolutionary new development in aluminum windows—VENTLOCK,  
a beautifully proportioned, streamlined glass жалousie.  
Here's a remarkably low priced glass жалousie combining all of the  
features found in America's finest windows, plus—specially engineered features  
found in no other window.

This beautiful glass lower window locks tight from top to bottom with  
 $\frac{1}{4}$  turn of the operator lever. Louvres shut tight with rugged diecast  
clips that doubly overlap



See specifications for VENTLOCK in  
Sweet's 1954 Architectural catalogue. Page 16D

## VENTILITE CORPORATION



## DEALERSHIPS

*Backed up by regional franchised VENTILITE manufacturing plants . . . supported by powerful trade and consumer advertising.*

*WRITE the VENTILITE franchised manufacturing plant nearest to you on your letterhead for complete dealership information.*

VENTILITE  
223 N. 7th STREET  
WILMINGTON, NORTH CAROLINA  
*For North and South Carolina*

VENTILITE  
1133 AIRPORT BOULEVARD  
AUSTIN 2, TEXAS  
*For Entire State of Texas*

VENTILITE  
1120 VANCE STREET  
P.O. BOX 291  
BOGALUSA, LOUISIANA  
*For Alabama, Louisiana  
and Mississippi*

VENTILITE  
23 SAMMIS AVENUE  
P.O. BOX 478  
BABYLON, NEW YORK  
*For the Entire Greater  
New York Metropolitan Area*

VENTILITE  
2040 W. WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS  
*For Illinois, Northern Indiana  
and Northern Iowa*

VENTILITE  
5814 SOUTH SANTA FE AVE.  
LOS ANGELES 58, CALIFORNIA  
*For These 11 States:  
California, Oregon, Washington, Idaho,  
Nevada, Arizona, Wyoming, Colorado,  
Montana, Utah, New Mexico*

# 1

## VENTILITE FRANCHISED MANUFACTURING PLANTS

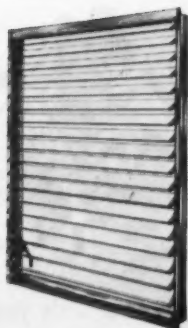
*A great profit-sharing opportunity to become  
an integral part of the fabulous, booming jalousie  
business with moderate investment.*

**WE SET UP YOUR PLANT AND GET YOU ROLLING**

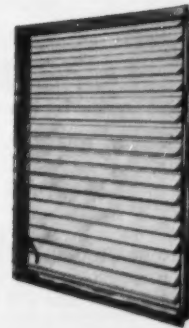
**Additional plants now going in—  
other choice areas still available.**

# 2

## *Buy Right—Buy Ventilite*



**FOR FULL DETAILS, WRITE  
VENTILITE CORPORATION  
5556 BISCAYNE BOULEVARD  
MIAMI 37, FLORIDA**



**5556 BISCAYNE BOULEVARD • MIAMI 37, FLORIDA**



# washington NEWS

## New Rules Safeguard

As provided by Congress in the Housing Act of 1954, the Federal Housing Administration has issued new regulations designed to protect its home modernization and repair program against abuses and to safeguard borrowers from exploitation by unscrupulous salesmen or dealers.

Effective October 1, the new regulations under Title I under Section 2 of the National Housing Act for "Property Improvement Loans" require lending institutions to share a portion of the risk in connection with such loans. They provide that the lender must bear 10% of the loss on any loan which is not repaid.

The regulations ban 27 specific luxury improvement items from being subject to FHA-insured loans. They stipulate that eligible items must "substantially protect or improve the basic livability or utility of the structure" on which modernization is planned.

Another new requirement is that dealer application and approval forms for all dealers must be in the files of the qualified Title I lending institutions before the lender purchases any Title I transaction from the dealer.

Title I loans will not be available for the protection or repair of new residential structures until they have been completed and occupied for six months. The total Title I loans outstanding against any one property shall not exceed the dollar-amount limitation prescribed for the type of loan involved. (Under Title I, the home-owner still may obtain up to \$2,500 in an FHA-insured loan to improve his property, and have up to three years to pay off the loan in monthly instalments.)

A seven-man advisory committee representing the homebuilding and lending industry met with Commissioner Norman P. Mason and C. B. Sweet, director of FHA's Title I program, to iron out the adopted regulations.

Mason appointed another committee on September 20 to explore the forgotten FHA program of yield insurance and make it work for the benefit of middle-income American families. As provided for in Title VII of the National Housing Act, yield insurance is different from mortgage insurance. It permits an investing corporation to own an apartment house outright without any mortgage. Then the corporation may sell bonds to other investors and FHA insures the yield.

Cooperative housing under the FHA program was covered by new Section 213 regulations made effective September 17. They require the

builder, or other mortgagor, to submit a certification of the actual cost at the completion of each management-type cooperative project. This provision is identical to that which now applies to Section 207 rental housing projects on which there are FHA-insured mortgages.

In the cooperative projects, the mortgage amount will be calculated on 90% of the estimated project value for all projects except those in which there is 65% war-veteran participation. Then the mortgage value can be 95% of estimated project value.

## FHA Windfall Pattern

To protect itself and the public interest in the so-called FHA windfall cases that grew out of FHA-insured rental housing corporations in the Section 608 program from 1947 to 1951, the government has instituted "a pattern of decisive action," according to Albert M. Cole, administrator of the Housing and Home Finance Agency.

The action was said to be designed to compel recipients of windfalls to pay back the money obtained in violation of corporate charters through the election of new directors for the involved rental housing corporations.

Cole explained that the action is highly significant because "the FHA as the owner of the preferred stock will assume control of the corporations until the defaults are corrected."

Meanwhile, to create a supply of mortgage funds for new houses in the hinterland away from the populous and rich cities, Cole has appointed and put to work the National Voluntary Mortgage Credit Extension Committee. It consists of two representatives each from insurance companies, commercial banks, mortgage companies, savings and loan institutions, mutual savings banks, residential property builders, and real estate boards, and advisory members from Federal financial and housing agencies. Henry J. Munnerlyn, president of the National Retail Lumber Dealers Assn., is an advisory member of the mortgage committee.

Among the members of the 21-man advisory committee on Urban Renewal for the Housing and Home Finance Agency is H. R. Northup, executive vice-president of NRLDA.

## Odds 'n' Ends

The first conference on "Plastics in Building" will be held at the National Academy of Science here, October 27-28. It is to be sponsored by the Society of the Plastics Indus-


try, Inc., the Manufacturing Chemists Assn., and the Building Research Advisory Board.

A committee has been appointed to select for recognition by the American Standards Assn. the people who have helped most in recent years to encourage the adoption of Modular Dimensioning by the U. S. Building industry. Nominations for the ASA **Modular Measure** award are being submitted to a committee representative of the three sponsors of the new dimensional system—American Institute of Architects, National Assn. of Home Builders, and the Producers Council.

The new **American Legion commander-in-chief** is a builder from Las Cruces, New Mexico. He is Seaborn P. Collins, who is a director and active member of the local home builders association. Part-owner of the Southwestern Lumber and Builders Supply Co. in Las Cruces, Seaborn advises dealers to develop new ideas and go "all out for the home-handyman trade." He expects it to continue to grow as a market for quality materials.

**New Minimum Property Requirements** for FHA-insured low-cost housing have been distributed to the 75 FHA offices across the nation.

To be eligible now for FHA's low-cost mortgage insurance, a dwelling must be a complete structure, with permanent partitions, providing at least two livable rooms and a bathroom.

Smokey says: 

**BE SURE it's  
DEAD OUT**




**Remember—Only you can  
PREVENT FOREST FIRES!**

**NOW...an automatic way for color  
to increase your interior paint sales**

# PEE GEE Decor-matic does it!

**...with less than \$400 investment complete**

## **Here's how:**

- |  |  |
|--|--|
| <p><b>1. Self-service wall and trim color selection for your customers</b></p> <ul style="list-style-type: none"> <li>• Easy to choose with exclusive Decor-matic dial</li> <li>• Saves 75% of your selling time</li> </ul>  | <p><b>6. Carry low, flexible inventory... get 5-time turnover</b></p> <ul style="list-style-type: none"> <li>• More space for you</li> <li>• More profitable for you</li> </ul>  |
| <p><b>2. Only 18 colors get you 180</b></p> <ul style="list-style-type: none"> <li>• 18 "most-wanted" bases</li> <li>• Only 20 "one-shot tube" colors</li> <li>• No extra tinting base whites</li> <li>• No extra tinting base grays</li> </ul>                                  | <p><b>7. Hard-hitting sales support</b></p> <ul style="list-style-type: none"> <li>• Ultramodern point-of-purchase chip rack</li> <li>• Free to qualifying dealers</li> <li>• National advertising</li> <li>• Sales-producing promotional material</li> </ul>                                      |
| <p><b>3. You sell <i>real</i> color beauty</b></p> <ul style="list-style-type: none"> <li>• Colors proved right in survey of 300,000 women</li> <li>• You mix color to color for soft, subtle tones</li> <li>• Deep tones are lovely... more livable</li> </ul>                  | <p><b>8. Increase your paint sales</b></p> <p>More and more paint is being sold to brighten homes with the magic of color. <i>Open your door to more paint sales... more paint profits.</i> Write for detailed information about this low inventory—fast turnover—most practical color system.</p> |
| <p><b>4. Easy to mix</b></p> <ul style="list-style-type: none"> <li>• No extra containers needed</li> <li>• No partially filled cans</li> <li>• Sell colors in cans... as is</li> </ul>  |  <p>A black and white photograph of the Decor-matic Colors chip rack. It features a sign at the top that reads 'Decor-matic COLORS' and a grid of numerous small color chips below it.</p>                     |
| <p><b>5. Get top-quality Pee Gee One Coat Flatkoatt in every can</b></p> <ul style="list-style-type: none"> <li>• Easy to apply • Quick drying flat wall enamel</li> <li>• Tough alkyd base • Scrubbable • Odorless</li> <li>• Also available in Gloss and Semi-Gloss</li> </ul> |  |

***Do yourself a profitable favor and fill out the coupon now!***

## PEASLEE-GAULBERT

PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



Peaslee-Gaulbert Paint & Varnish Company  
Dept. 10B—223 N. 15th St., Louisville, Ky.

Gentlemen: I am interested in learning more about the DECOR-MATIC paint color system. Please rush my free copy of "A New Formula for Profitable Paint Sales."

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## Dick Hughes LEADS Homebuilders

"EVERYBODY consults him," says a prominent Pampa, Tex., architect of R. G. Hughes, new president of the National Association of Home Builders. "He's got a common touch and he's at home with everyone from the men on his job to the bank president."

Dick Hughes was an insurance man until 1940, when he built his first houses. Yet during that 13 years he has spent more time on NAHB activities than any previous association president. He has been a national director, regional vice-president, chair-

man of several committees, national secretary, national treasurer, and first vice-president. He and Rodney Lockwood were named the two builder members of President Eisenhower's committee on housing, causing Hughes to spend more time in Washington than in Pampa.

Typical of services that have made Dick Hughes "the most popular builder in Texas" was his campaign to improve plumbing laws. Under a former Texas law a plumber had to be licensed for each town he worked in. In one town where Hughes was



## New! Simplex Stairway

PRECISION ENGINEERED      QUALITY BUILT  
ECONOMICALLY PRICED

For the FIRST time—here's a stairway that's engineered and built for service and durability—built from quality materials, yet it's made to sell in the low-price field.



1 YEAR  
GUARANTEE

New! BALANCED SPRING ACTION for effortless operation.

- SIMPLE AND EASY TO OPERATE. No adjustments necessary.

- RUGGED AND STRONG. Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All hardware fabricated of heavy galvanized steel.

- TWO STANDARD SIZES. 8'3" and 9'9". For ceiling heights 7'0" to 8'3" use 8'3". For ceiling heights 8'3" to 9'9" use 9'9".

- SHIPPED IN ONE PACKAGE

Shipping weight 8'3" 52 lbs.  
9'9" 56 lbs.

- MANUFACTURED IN PRECISION'S MODERN PLANT

A Precision-built product, engineered and built for ease of operation and for durability. All parts secured by bolts and screws—No nails.

Investigate new low prices on this superbly-engineered and quality-built stairway!

ACCEPTED BY F. H. A. EVERYWHERE

**PRECISION PARTS CORPORATION**

400-AL North First Street

Nashville 7, Tennessee

DEALER INQUIRIES INVITED

building, three men had the licensing board "sewed up." Single-handed, Hughes persuaded the legislature to pass what is often called the Dick Hughes plumbing law, licensing plumbers on a state-wide basis. It has lowered plumbing costs throughout the state.

He also played a big part in decontrol of rents in Texas. One of his latest ventures, which he described as "how to earn money the hard way," was cleaning up slums in Borger, Tex. He loaned or gave money to many families to move their houses or rent new ones. He moved 1½ million cubic yards of rocky earth, re-located 28 miles of pipe lines, put in complete sewage systems plus streets and parks, and built nearly 2,000 houses, priced from \$3,800 to \$4,100.

A recent issue of *House and Home* magazine writes of his early life: "Dick Hughes' fantastic adventures began with a tragedy even before he was born, when his whole family was caught in the devastating Snyder cyclone of May, 1905. His father, grandfather, grandmother, and dozens of relatives were killed. His 17-year-old mother was found 24 hours later high in the branches of a cottonwood tree five miles away. Her back was broken and it was a wonder that she lived to give birth to a bouncing, healthy boy on November 24, 1905."

Hughes refers to his early home as a "dugout." He worked his way through West Texas State College as a part-time bookkeeper in a bank, in gas stations, as a janitor, and milking cows for a dairy.

His uncle started him in the insurance business to help him overcome his shyness when meeting people and to keep him mostly outdoors for his poor health.

Hughes' wife, Ruby Lee, frequently travels with him. They have three children. One attends Yale. Another is a builder. Carol is in high school.

# LAU "NITEAIR" cooling kit

the new, complete  
ready-to-install package fan



"Niteair" Rancher  
in two sizes, packaged  
and shipped complete  
with everything nec-  
essary to install it

## here's what you get:

- 1—"Niteair" Rancher Fan (with 1/2 hp motor installed and wired)
- 1—#610 automatic ceiling shutter
- 1—12 hr. Automatic Timer switch (flush-mounted)
- 1—Outlet Box with cover
- 1—Deep well Wall Switch Box
- 1 pr. —Box Support Clips
- 2—Wire (clippits) clamps
- 5—Wire Connectors
- 20—Nails
- 10—Screws (for ceiling shutter)
- 1—Canvas Connector
- 18—Wire Clips (for above)
- 4—Rubber Mountings
- 30"—Wire Romex (connected to Motor)
- 1—Straight Connector (connected to Motor)

Write Lau Advertising Department for further details. Request Catalog LAD-503-51554.

## A Full Fan Line For Every Need



**THE LAU BLOWER COMPANY**

2016 Home Avenue • Dayton 7, Ohio

## the Package Fan Unit that Packs More Profit!

You profit faster and serve home buyers better with this Lau "Niteair" Kooling-Kit. It is the big answer to installation of the exhaust cooling unit in the same precise and accurate manner as installation of heating, plumbing and other equipment. You get LAU guaranteed, nationally-known quality fans together with LAU-specified accessories . . . complete, matched, ready for perfect and completely satisfying installation.

## Two Fan Sizes: 22" and 30"

. . . for small and average size dwellings. Model 223-RP is the 22" Fan Package . . . Model 303-RP is the 30" Fan Package. The fan is our famous "Niteair" Rancher . . . it may be used in either vertical or horizontal position.

Here is the last word in a COMPLETE PACKAGE UNIT! The new "Niteair" Kooling-Kit brings you simplicity and ease of installation in both new dwellings at the construction stage—and existing dwellings. No longer is it necessary to go to many sources for various parts and fittings. You get the whole package, with motor wired and mounted . . . and easy-to-follow instructions. You save time and money with a Kooling-Kit!



Lau fan ratings  
are certified by  
the PFMA and  
carry UL approval.

Lau fan ratings are  
in conformance with  
Commercial Standard  
CS178-51 as issued  
by the U.S. Dept.  
of Commerce.

"NITEAIR" T.M. Reg. U.S. Pat. Off.

# Simplify your buying... Carry a complete quality line...

## Order all these U-S-S Steel Products from a single dependable source

YOU can simplify your buying procedures, cut the time and cost of checking records and inventory by ordering a complete line of steel products for the farm and home from a single reputable, dependable source... T. C. I.

YOU can be sure that these products have customer appeal, too; they are the quality line of U-S-S Steel Products which have been proved by use to give money-saving service.

YOUR sales efforts are being backed up by forceful farm magazine advertising, popular radio programs, helpful literature and other sales-building aids. Sell the complete quality line... U-S-S Steel Products.

### TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION  
GENERAL OFFICES: FAIRFIELD, ALA.

DISTRICT OFFICES: CHARLOTTE • HOUSTON • FAIRFIELD  
JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



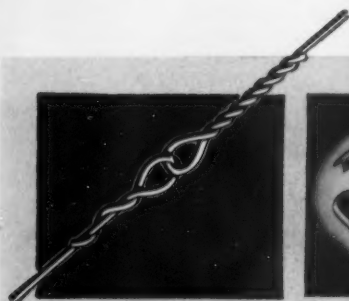
**U-S-S AMERICAN FENCE**, the South's favorite farm fence. Easy to sell because it's made so well. There's more in use than any other brand... It must be good!



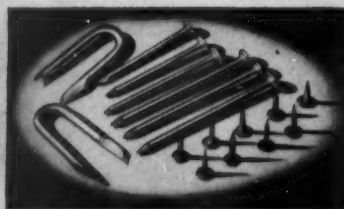
**U-S-S TENNESEAL V-DRAIN ROOFING** gives better all-over protection because of its strong construction, practical design, and long service.



**U-S-S AMERICAN BARBED WIRE** has sharp, firm barbs regularly spaced, and a crack-proof, peel-proof coat of special, heavy galvanizing. It is available in four different styles.



**U-S-S BLUE BONNET BALE TIES** for tying straws, alfalfa, bagging, paper and other materials. Strong, yet pliable for easy tying.



**U-S-S TENNESSEE NAILS AND STAPLES** are made for all home and farm purposes in a wide variety of sizes and shapes. Carry a complete line.



**U-S-S AMERICAN BALING WIRE** is specially wound for use with a variety of automatic pick-up balers. Its guaranteed toughness and strength keep bales neat and tight.

**U-S-S TENNESSEE STUDED "T" POST** drives easily, anchors firmly, is economical and practical from pasture to poultry yard.

**U-S-S AMERICAN FENCE**  
**U-S-S TENNESEAL V-Drain ROOFING**



**UNITED STATES STEEL**





# supply & demand



## Building Paces Business

Anyway you look at it—new housing starts, buildings contracted for, number of men on the jobs, materials manufactured and sold — the construction industry is the yeast that's holding up the current healthy loaf of business activity.

Here's how George Shea expressed it in summarizing a recent column on "The Outlook" in *The Wall Street Journal*:

"Consumption continues at a high rate, but since mid-1953 the economy has lost not only the urgency of wartime demand for weapons, but also the former urgency of demand for new capacity.

"If one tried to summarize the whole subject in one word, that same word 'urgency' might well be the key. In most of the years 1947 through 1953, that description could be applied to almost every business activity. Now about the only one which exhibits a sentiment at all resembling urgency is homebuilding."

**Non-farm housing starts** in August were estimated by Federal agencies at 111,000 — highest total for the month since 1950. The revised estimate for the eight months through August showed a total of 24,700 more starts this year than for the same period of '53.

**Dodge Reports of contracts** awarded during August in the 37 Eastern states were the highest on record—up 11% from August '53. They brought the eight-month contract total to the highest in U. S. history—14% greater than the same portion of '53. Residential awards were up 23%, largely because families are building larger and better houses this year.

## Residential Expenditures

A sample survey recently conducted by the Bureau of Census, U. S. Department of Commerce, indicates the great volume of expenditures being made by U. S. families on houses and apartments containing less than five dwelling units for repairs, improvements, and additions.

For the first five months of 1954, the survey showed total expenditures, projected on a national basis, of \$3 billion, including \$1.3 billion for repairs and replacements; \$1.4 for alterations and improvements, and \$0.3 billion for additions.

New terms and conditions for instalment loans on home repairs and improvements are expected to accelerate this market for materials and manpower, as well as for Do-It-Yourself activity. FHA recently re-

duced the premium charges on its home modernization and repair loans.

Commissioner Norman P. Mason said that loans which carry a rate of 0.75% per annum will have a rate of 0.65% and that the property improvement loans on which FHA charges 0.5% will have the lower rate of 0.45%.

Meanwhile, noting the great upturn in instalment credit for such building activity, the American Bankers Ass'n's Instalment Credit Commission issued Special Bulletin No. 194, entitled "Non-Insured Property Improvement Loans." It urges commercial banks to consider making these more freely and profitably with recourse to FHA insurance.

## Cheaper Lumber?

Return to work of the lumber and sawmill workers in the Northwest at the behest of the governors of Washington and Oregon won't have much effect on lumber prices soon, for the log supply is too low to be replenished before spring. The great demand for framing and boards should keep Southern pine prices firm for many weeks to come.

What will finally happen to continuing employment of the workers and to lumber prices will hinge on the findings and recommendations of the Pacific Northwest Lumber Strike

Fact-Finding Board. Appointed by the concerned governors late last month, this board was expected to present a solution to the union-management problem within the month. The strike started June 21 and was broken on September 2 by the accepted governors' peace plan.

The strike caused retail lumber stocks to dip considerably in July. At month's end, retail stocks were 7.5% under a year before, and 6.3% under December, 1950. Retail sales in July, however, were up 1% from a year before, and 0.3% from June.

## Run o' the Mill

The Florida State Railroad Commission last month slashed rail freight rates on cement as much as 50%, with the result that 100 pounds of cement can now be shipped from Jacksonville to Miami for 28 instead of 37 cents. At the same time the commission increased the minimum carload from 80,000 to 110,000 pounds. The same rates are applicable to local intra-state shipments.

In **Kentucky**, the cost of shipping West Coast lumber has Don Campbell, Lebanon dealer and assn. executive, endeavoring to get a downward adjustment. He considers it most unfair for lumber to move from Washington to Maine cheaper than a part of the way to Kentucky.



"I wish I could look forward to Saturdays like you do, Clifton, dear!"



# industry NEWS

## Ritter Headquarters Slated for Bluefield

Removal of the general offices of the W. M. Ritter Lumber Co., one of the nation's largest producers of hardwood lumber, to Bluefield, Va., in the fall of 1956 was forecast recently by James W. Damron, Ritter president. He said a site for a new general office building had been bought near Bluefield.

Damron explained that the company's management felt that "We operate more efficiently and with more economy with the general office located in Bluefield—since Bluefield is much nearer to the company's properties, coal, timber, gas, etc."

Probably about 50 or 60 Ritter employees and their families will be transferred to Bluefield, Damron said.

The company has mills in West Virginia, Virginia, Tennessee, Kentucky, North Carolina, South Carolina, and Georgia. The Red Jacket coal operations at Keen Mountain, Va., and Red Jacket are Ritter properties.

## Concentration Yard for Slabs Paying Off

Wholesale recovery of pulpwood chips from large and small mill slabs is promised by the successful operation of the South's first "slab concentration yard" by Clancy Forest Products, Inc., at Decatur, Ala.

The heart of the new plant, located on the bank of the Tennessee river, is a hydraulic slab de-barker designed by President Leon Clancy himself and constructed by Jackson Industries, Birmingham, Ala.

"Efficiency of the machine," Clancy points out, "enables us to pay \$8 a cord for barked slabs and edgings delivered on our yard. That's sufficient incentive for mills as much as 75 miles away to offer us their full production of pine slabs. Available slab supply will more than meet the needs of our weekly production of 500 cords of chips."

The Clancy-designed slab de-barker features two major differences from previously available equipment.

Its three 900 p.s.i. water jets strike the barked surface of the slabs at a 30-degree angle, producing slabs that are absolutely bark-free, even around knots, with no damage at all

to the wood itself. Its powerful hold-downs—top and bottom rolls on both infeed and outfeed sides—hold slabs in a steady position while passing through the force of the jets. This, too, prevents destruction of wood while improving efficiency of bark removal.

## Knoxville Slums Going

Administrator Albert M. Cole of the Housing and Home Finance Agency has announced approval of allocation of \$3,722,200 in temporary loan funds and \$2,626,987 in capital grant funds for a slum clearance and urban redevelopment project in Knoxville, Tenn., known as the River-Front-Willow Street project.

The area includes 98 acres near the central business district, part of which is subject to periodic flooding. Improvements will alleviate the flood hazards and many traffic tie-ups. The 665 families in the area will be offered decent, safe and sanitary housing.

## Texas Pine Crop Will Continue Large

Southern yellow pine timber is being grown much faster in Texas than it is being cut, a recent survey by the Texas Lumber Manufacturers Assn. discloses.

"Our survey of East Texas' vast piney woods shows growth of timber now exceeds removal by more than 33 per cent," said Clyde Thompson, Diboll, president of the association.

Nearly 2,300 Texas lumber mills and factories are producing timber products valued at 550 million dollars, the survey said.

Other findings:

Automatic manufacturing methods—improved machinery, drying kilns and methods of testing moisture control of wood—are increasing.

Texas leads the nation in scientifically operated tree farms, with 570 such farms in East Texas covering 3,366,375 acres.

Sixty per cent of timber cut in East Texas goes into lumber, 17 per



## PROMOTE QUALITY SOUTHERN PINE LUMBER

The merits of properly seasoned and graded Southern pine lumber have been spotlighted this summer in a vigorous advertising campaign promoted by the Quality Southern Pine Producers. Joining in the promotion have been lumber manufacturers, dealers, and banks in the Mobile area.

Principals in the creation and activities of the promotion body are seen above during a committee meeting. From left, the men are G. H. Field and H. Curjel, Mobile lumber dealers; M. W. Smith Jr., of Jackson, president of the QSPP, and G. R. Swift, of Atmore, president of the Southern Pine Assn.

With technical advice from SPA, the Quality Southern Pine Producers have made use of newspapers, radio, and television to extol the advantages of good Southern pine lumber from Gulfport, Miss., to Panama City, Fla.

Other members of the steering committee are Ben Stimpson, vice-chairman, and Horace Turner, treasurer, both of Mobile; L. F. Nelson, Century, Fla.; Tom O'Melia, Fulton, Ala.; H. E. Jackson, Chapman, Ala., and Billy Stimpson, of Mobile.

**Stronghold**  
THE "ONE-WAY" NAIL

DRIVES LIKE A NAIL...HOLDS LIKE A SCREW

**SCREW-TITE**  
"ONE-WAY" SPIRAL THREAD  
Flooring Nails

DRIVE LIKE A NAIL...HOLD LIKE A SCREW

# Better Fastenings

FOR THE

## Better Building Trades

**DRIVE-RITE**  
Aluminum Alloy Nails

**Kolb pins**  
FOR WALL BOARD

**ANCHORFAST**  
WAGON NAILS

**KURLICUE**  
NAILS

There's a Stronghold or Screw-Tite Nail for every application, each one engineered to do a specific job better than any nail ever did it before. Our 40 years' experience as nail makers is behind them—and our reputation as the largest manufacturers of threaded nails in the U. S.

## Stronghold NAILS

For Every Phase of Construction

Stronghold Nails add strength, hold permanently tight, save maintenance costs. Wood fibres "lock" with the scientifically engineered threads. Nails can't loosen. Any length to 6 inches; any diameter to .310—in any metal, any finish, for any purpose.

## SCREW-TITE® Flooring Nails

For "Squeak-Proof" Floors and Stairs

Floor laid with Screw-Tite Flooring Nails are tighter, smoother, longer lasting—never squeak, buckle or become springy. Screw-Tites are made of high-carbon steel, heat-treated and tempered—won't bend or break. Also in regular steel for softwoods. All sizes.

## Stronghold Fasteners for DRYWALL Construction

For permanently trouble-free Drywall Construction and all Gypsum Lath and Plasterboard applications. Can't loosen or "pop" to ruin walls. Gain holding power after driving. Widely used by leading Drywall contractors.

## Stronghold Underlay Floor Nails

A "must" for laying smooth, tight underfloors for linoleum, asphalt or rubber tile, or carpet. Can't work up to cause "bumps" or make holes in floor covering. Floors never get squeaky or springy. Specified by leading makers of floor coverings—used by applicators coast to coast.

## SCREW-TITE® Masonry Nails

For Fastening to Cinder and Concrete Blocks, Brick, Mortar, similar materials

Made of high-carbon steel, heat treated and tempered—won't bend or break in hardest materials. Scientifically designed threads aid driving—add greatly to holding power.

## STRONGHOLD NAILS for Asbestos Siding Shingles, Cedar Shakes and Insulated Brick Siding

Never "pop" or loosen; hold permanently tight. In bronze, stainless steel, aluminum and other metals. Available in matching colors in baked-on lacquers that won't chip or come off.

## DRIVE-RITE Aluminum Nails

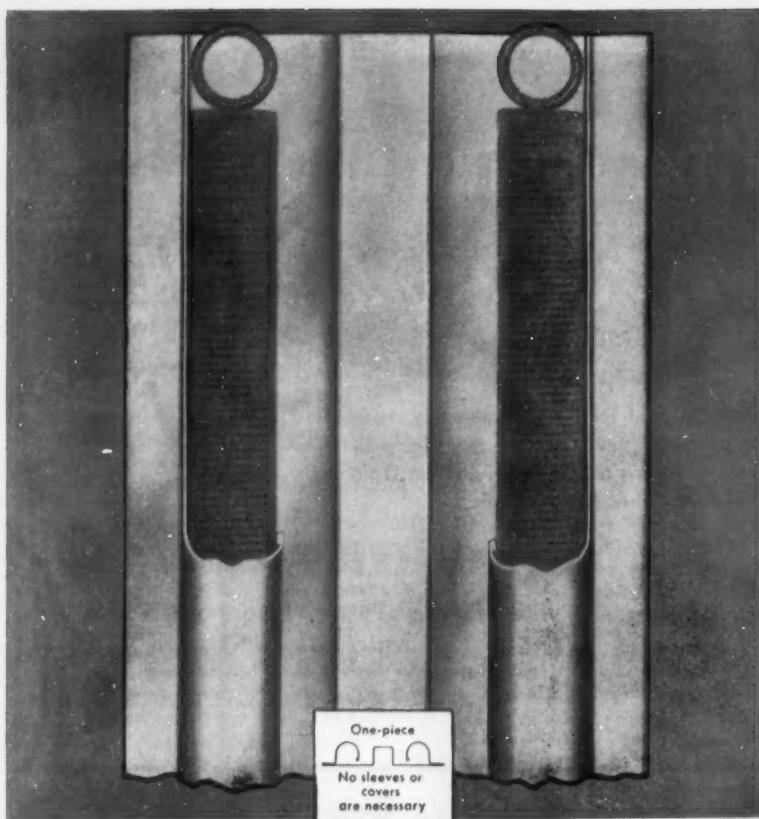
made stiffer to DRIVE WITHOUT BENDING

Anybody can make Aluminum Nails that won't rust, won't stain. Those qualities are inherent in the metal. Independent makes Aluminum Nails stiff enough to drive without bending or breaking. They're packaged by count in handsome blue-and-aluminum boxes under our exclusive trade name, "DRIVE-RITE." Available in all sizes, for every application where Aluminum Nails are advantageous—in Stronghold, Stronghold-Screw, Screw-Tite, or smooth. Ask for DRIVE-RITE Aluminum Nails by name.

SEE US AT BOOTH C-14, ATLANTA BILTMORE, NOVEMBER 3, 4 and 5  
or write us for catalog, samples and technical data.

INDEPENDENT NAIL and PACKING CO. The Stronghold Line BRIDGEWATER, MASS.





## ALLWEATHER BALANCE STRIP WITH SILENT COIL SPRINGS

ALLWEATHER Balance Strips No. 490, 290 and 90 are now available with FLOCKED coiled springs.

FLOCK . . . an old process, as a result of research and development is now applied to the surface of sash balance coil springs. The basic purpose of FLOCKING balance springs is the same as that for automobile seats and bed springs . . . to eliminate noise. FLOCK makes possible silent opening and closing of windows equipped with ALLWEATHER Balance Strips.

Adjustability is Built-In—Balance tube with semi-cantilever action insures weatherstrip contact in all kinds of weather. The base of section is always in close contact with jamb insuring stability. FLOCKED springs are concealed by a functional part of the strip itself.



Tests made by the University of Minnesota Institute of Technology Testing laboratory in cooperation with the Weatherstrip Research Institute, show that double-hung wood windows, when weather-stripped show an infiltration ratio 6 TIMES LESS than non-weather-stripped windows.



## ALLMETAL Weatherstrip Company

2239 North Knox Avenue, Chicago 39, Illinois

Name "ALLMETAL" Reg. U. S. Patent Office

Please send information and prices

☐ Allweather Balance Strip ☐ Thresholds and Weatherstrip for Doors ☐ Metal Trim for Asbestos Siding

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

cent into pulpwood and the rest for a variety of purposes.

More than 170,000 acres of Texas land stripped of trees by fire and cutting have been reforested. More than two thirds of the reforestation was done by private individuals and industries.

## German Process Used for Wood Waste Board

The Dixie Chipboard Co., a firm using a German-discovered process for making construction and furniture materials from scrap wood, has opened a plant in Rural Hall, N. C.

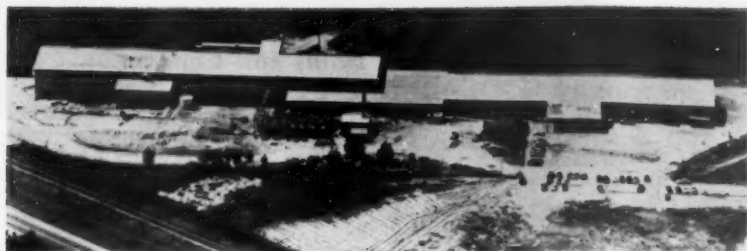
Called chip-core board, the product is made in only two other places in North America. It is said to serve the same purposes as plywood, yet cost less. Present plans call for manufacture of a standard board 49½" wide, in almost any length desired, with thicknesses varying from ¼" to 2".

Using machinery made in Germany, the process consists basically of grinding wood waste into fine bits, mixing it with a special glue, and then forming it into a new board under a mixture of pressure and heat. The process in German is known as "spanplattengesellschaft."



## HARD TO OVERLOOK

In this day of fast, heavy traffic and constant road repairs, Los Angeles' Fenton Industries have scored with the new all-steel barricade seen above in front of the pretty miss. The barricade's yellow enamel finish and "CAUTION" lettering are estimated to have 10 times the life expectancy of a wood barricade. It is put together with bolts and nuts, and is adaptable to "Scotch Lite."



## CAREY EXPANDS PRODUCTION IN HOUSTON

TO THE ASBESTOS materials plant and warehouse it purchased three years ago from the Asbestos Co. of Texas, the Philip Carey Manufacturing Co. has added a new asphalt roofing plant and warehouse. The enlarged plant, located in Houston, Tex., at Post Oak Road and Hempstead Highway, is seen above.

According to L. W. Clarke, vice-president in charge of sales, the Houston expansion is a major part of an international program that calls for Philip Carey manufacturing facilities and warehouses at Toronto, Canada, and Atlanta, Georgia, and a warehouse at Boston, Mass.

The new asphalt roofing plant in Houston is to produce 100,000 tons of roofing a year. The plant will

furnish one-source buying facilities, overnight truckload delivery service, color blends especially designed for the Southwest, and personal service from Carey sales representatives for dealers and builders in a six-state area, Clarke said.

To the new warehouse and sales office erected this year in the Fulton industrial district of Atlanta, Ga., Philip Carey soon will add new manufacturing facilities. Purchase of a factory site was announced recently by President J. W. Humphrey.

Other Carey manufacturing plants are located in Perth Amboy, N. J.; Plymouth Meeting, Pa.; Middletown, Ohio, and Lockland, Ohio.

The Philip Carey firm was established in 1873.

## Wood Floor Research Findings Published

Facts on the stiffness characteristics of residential floors, including the relationship of deflection to plaster cracking and vibration, are provided in housing research paper No. 30, "Deflection Characteristics of Residential Wood-Joist Floor Systems," published by the Housing and Home Finance Agency.

This 34-page housing research booklet may be purchased for 40 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

Deflection, rather than load carrying capacity, has long been the controlling factor in the design of most wood-joist residential floors, the pamphlet points out.

This study, undertaken by the U. S. Forest Products Laboratory, under contract with the HHFA, covers single-joist construction, where the floor and ceiling are attached directly to wood joists—the usual method of building wood-joist floors.

The study includes the role played by the various components of the floor system in distributing load concentrations between adjacent joists.

## Insulaire SPUN WOOL

**BUILDS CUSTOMER CONFIDENCE**

**BRINGS REPEAT SALES**

**BOOSTS YOUR PROFIT**

*New  
Mineral Fiber  
Process*



INSULAIRE more than meets the most rigid Federal specifications or any other that calls for a FIRST quality permanent mineral wool. Each bag or tube is FULLY guaranteed. SATISFACTION is a must when you handle INSULAIRE.

*Standard sizes readily available*

*Odd sizes on request*

*For complete information  
write or telephone today to*

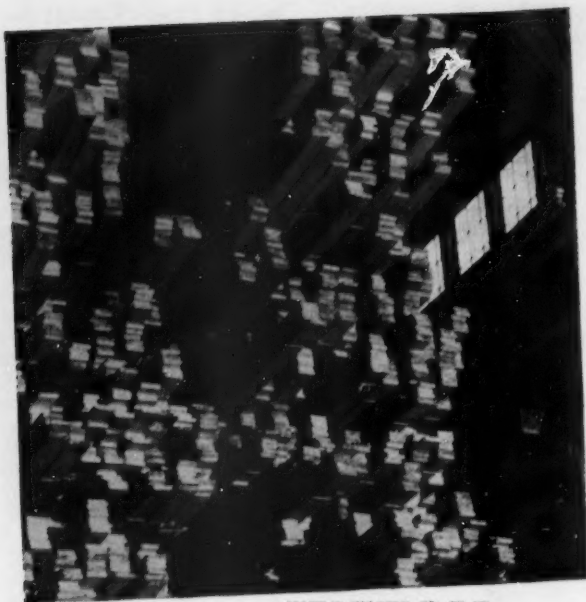
**INDUSTRIAL PRODUCTS CO., INC.**

**MT. PLEASANT, TENNESSEE**

**PHONES — 3227 - 3228**



**SPUN WOOL**



**CUSTOM**

**CUT**

**QUALITY**

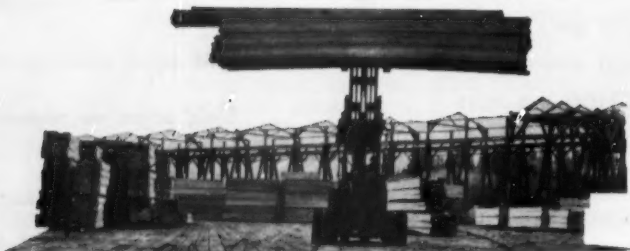
Precise standards of manufacture guarantee the uniform excellence of C. D. Johnson lumber... years of experience insure perfection of condition and accuracy of tally. Our customers know that every shipment of C. D. Johnson lumber will be exactly what they ordered because C. D. Johnson traditionally does the job right. Your first order will convince you.

**C. D. JOHNSON LUMBER COMPANY**

*Manufacturer: WEST COAST LUMBER*

*Mills: TOLEDO, ORE. Shipments: RAIL AND WATER*

*Sales Offices: AMERICAN BANK BUILDING  
PORTLAND 5, OREGON*



*C. D. Johnson*  
TRADEMARK OF QUALITY LUMBER

DIVISION OF  
**GEORGIA-PACIFIC PLYWOOD COMPANY**

## PC Forms Two Chapters, Holds Fall Convention

During August, the Producers Council chartered two new local chapters, in Little Rock, Ark., and Toledo, Ohio, for representatives of building material manufacturers.

The chapters were formed in time to send representatives to the annual fall meeting, held September 13-14 in New York City. The theme was "Better Service for a Better Building Industry." Three panel programs covered materials and services, advertising and promotion techniques, and selling methods.

John Ryan Doscher, *Life* magazine, and Joseph D. Ardleigh, Research Institute of America, were outstanding speakers.

William Gillett, Detroit Steel Products Co., was elevated to the presidency, and Fred M. Hauserman, E. F. Hauserman Co., now serves as first vice-president.

John E. Shackelford has replaced Russell M. Jamieson as field director. Jamieson retired September 1 after nine years with the council. Shackelford joined the organization three years ago to direct education and promotion.



CONDE HAMLIN has been advanced to vice-president in charge of sales and made a member of the board of directors of De Walt, Inc., Lancaster, Pa., makers of power saws and tools. Hamlin since August '52 had served as general sales manager for De Walt. He joined the American Machine and Foundry Co., of which De Walt is a subsidiary five months before. He had been with the General Aniline and Film Corp. for seven years previously. He served as a supply and export officer in the armed forces for seven years during World War II.



# personnel parade

**Masonite Corp.** . . . E. T. F. WOHLBERG, who has been active in Western lumber activities for 40 years and who was a Masonite vice-president until recently, has accepted appointment as professor of industrial forestry at Yale University. This marks the beginning of this department at Yale.

**Philip Carey Manufacturing Co.** . . . W. H. SKINNER has retired after 35 years of active service, most recently as district manager of Cincinnati. J. W. BARTLETT has succeeded Skinner, being promoted from assistant sales manager for industrial insulation.

**National Gypsum Co.** . . . This Buffalo, N. Y., firm has promoted LEONARD L. HANK to the newly-created position of general production manager in charge of gypsum, paper, and insulation board plants. EUGENE W. ODENWALDT is now general production manager in charge of paint, rock wool, lime, asbestos, and metal lath plants.

**Edwards Co.** . . . This manufacturer of electrical signaling, communication, and protection equipment promoted THOMAS S. NOLAN, former vice-president in charge of market-



**A. L. (SONNY) RIVES** has been appointed sales representative for the Forest Fiber Products Co., Forest Grove, Ore. He will be in charge of sales of Forest hardboard products in Texas, Oklahoma, and Louisiana, with headquarters in Dallas. Formerly with Certain-teed products, Rives has had 29 years of experience in this field.

ing, to executive vice-president. Assistant EUGENE P. WERNER is now treasurer and secretary and a member of the board. He replaced the late Treasurer E. P. McHugh.

**Butler Manufacturing Co.** . . . R. J. ATKINSON has been appointed sales manager of the Steel Buildings Division. Previously he was Canadian sales manager for the Butler International Co.

**Minnesota and Ontario Paper Co.** . . . WILLIAM H. SCHLAFGE has been promoted from production manager of the paper division to general manager of the International Falls Division. FRED E. BOECKH, former Insulite production manager, becomes assistant general manager.



**GLENN R. OSTRANDER**, general credit manager for the Marquette Cement Manufacturing Co. and its subsidiaries, Chicago, Ill., has been named assistant treasurer of the company. He has been with Marquette 21 years and rose to his last position in 1952.

## Unlimited Market for Chain Saws Emphasized

Sales of chain saws and other power tools are reaching record-breaking heights and it's only the beginning, some 150 distributors from throughout the U. S. and Canada recently were told at a two-day "Down On The Farm" Jamboree on the 350-acre farm of the Strunk Equipment Co., near Coatesville, Pa.

"In all the glowing story of what industry has done to lift the hand of drudgery from the shoulder of the farm family," said Robert H. Reed, editor of *County Gentleman* magazine, "I know of nothing that has taken the backache out of a job

more thoroughly than the chain saw. "Selling chain saws and other power tools is an endless job. American farmers' minds are geared to machines. No one in the world will buy faster than the farmer something that will save him time, labor and money."

L. M. Strunk, who introduced his new line of chain saws, pointed out that only 250,000 chain saws have been sold for the 3,500,000 farms in the country with woodlots.

Strunk said this is the ideal time to sell because more farmers are taking advantage of the jump in the price of wood pulp—from \$30 a ton before the war to \$130 a ton today.

## Plan Convention, School

The Carolina Lumber and Building Supply Assn. has announced that its 1955 state convention will be held at Radio Center in Charlotte, March 15-17. Space is available for 200 exhibits.

The association held an area meeting September 16 at Greenville, S. C. Suppliers also were invited to this affair, which started with dinner at the Elks Club.

A training course for dealer personnel is scheduled for two middle weeks in January, 1955. It will be held at N. C. State College.

## Memphians Name Winner of 'Dry Lumber' Contest

With an entry in verse, Mrs. Florence Holmes Ryan won the essay contest recently sponsored by the Memphis Retail Lumber Dealers Assn.

The theme of the contest was "How Dry Lumber Serves the Home Owner." Mrs. Ryan received \$100 for this entry:

"The man who builds his house of timber

"Wants no saplings green and limber.

"Cabin, mansion, modern, quaint—  
"Green lumber structures cause complaint

"Of bulging, bowing, buckling boards,

"Of warping beams and termite hoards,

"Of sticking windows, sagging doors,

"Unlevel, squeaking, cracking floors.

"The paint peels up and rosin bleeds

"Along the plank in little beads.

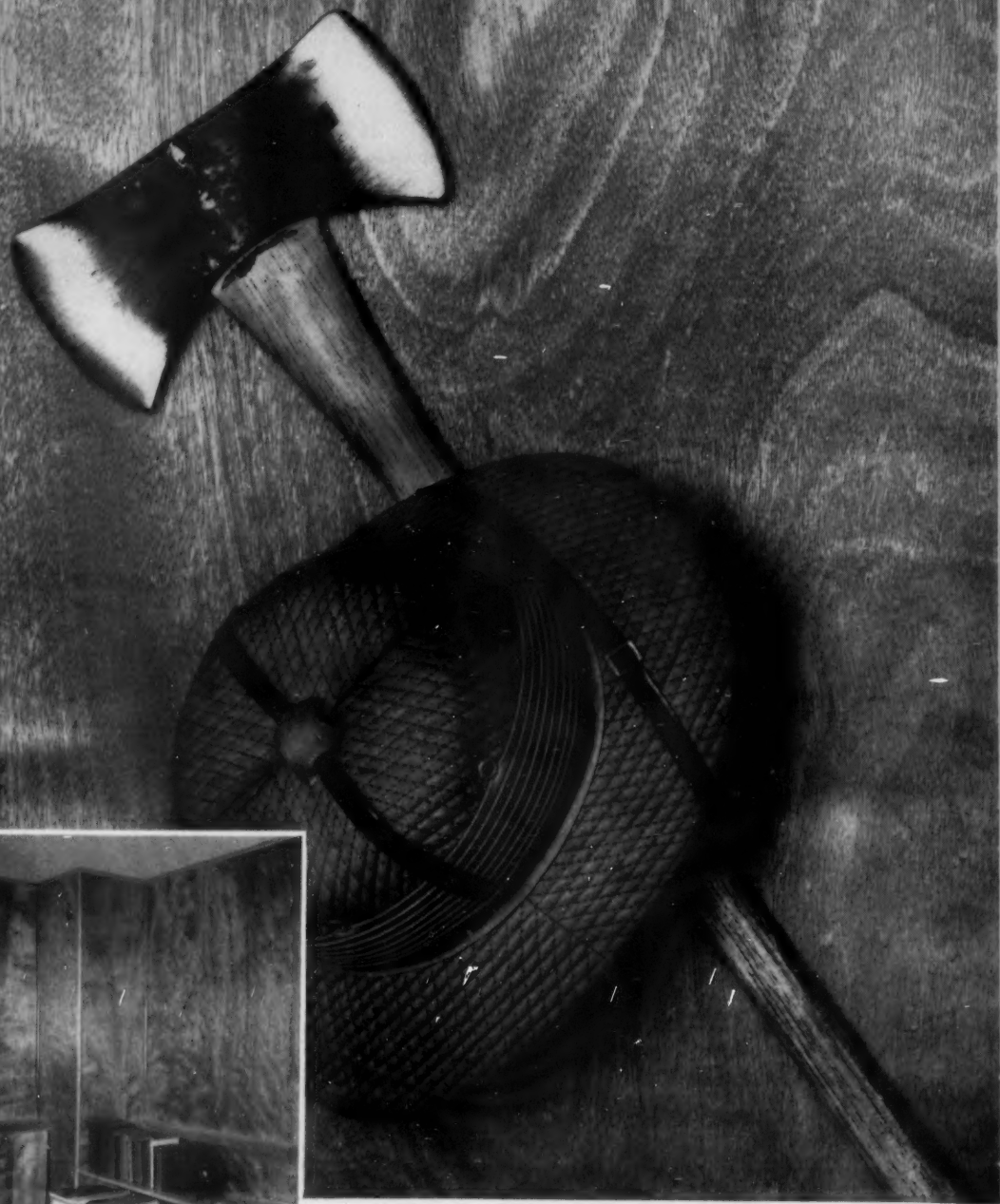
"The man who buys his lumber dry

"Is saving money by the buy.

"The house he builds of seasoned lumber

"Lasts for years without a number."

# *From the Heart of Africa...*



**HERE'S A CLOSE-UP OF SAMARA!** Naturally a black-and-white picture cannot do justice to Samara's warm, soft coloring, but notice the distinctive grain pattern . . . see how well it looks on a wall . . . *think how easy it will be to sell!*

# Weldwood brings you **SAMARA**<sup>†</sup> the genuine hardwood paneling that retails for only about \$25\* for an 8' x 12' wall area.

**Samara makes every builder, homeowner and do-it-yourself customer in your area a real live prospect for a high unit profit sale. Samara is priced within the reach of all!**

Here's *genuine* African hardwood paneling that is priced to sell in volume. With Samara your customers can panel single walls or do entire rooms for about the same cost as conventional walls.

**UNMATCHED FOR BEAUTY.** No other solid wall covering material even comes close to matching the natural beauty and serviceability of *real wood* paneling. Samara now brings this beauty within the reach of all!

**LIFE-OF-THE-HOME GUARANTEE PACKS SELLING PUNCH.** Samara's cheerful natural color is on the order of light mahogany. It can be left natural or finished in any number of interesting ways. You have a real selling feature in that Samara is *guaranteed for the life of the installation!*

**WELDWOOD SALESMEN ARE OUT HELPING YOU SELL!** This month the entire Weldwood sales force is out making direct calls on leading builders to promote sales for you. Your Weldwood sales representative is available to help you sell your builder customers. Call him for help—he is at your service!

**PICK UP AN EXTRA PROFIT.** You can pick up an extra sale by suggesting to your customers that they install Samara or other Weldwood paneling with *Weldwood Contact Cement*, which eliminates nails and extra finishing. This method is particularly suited to installation of pre-finished Samara panels, which are also available.

**START YOUR OWN SAMARA PROMOTION.** Samara

is a real *buy*, but you must let your customers know you have it if you want to make sales. Call your builder list, send out cards to homeowners, contact do-it-yourself customers, place an ad in the local paper, set up a Samara display. A little extra promotion will surely pay off in a great big way!

See Samara and other fine Weldwood paneling at any of the 73 United States Plywood or U.S.-Mengel Plywoods distributing units in principal cities. Mail coupon or call your Weldwood sales representative and place your order today!

Remember, *Lumber Dealers, United States Plywood distributing units* carry a \$25,000,000 inventory of *Weldwood Products* to augment your own stocks at all times!

**Ask your Weldwood sales representative for this attractive Samara display.**

This eye-stopping Samara display is yours for the asking. At the same time ask your Weldwood sales representative to give you some hints on how to set up a Samara promotion.



†Trade Mark

**AVAILABLE IN HANDY 4' x 7' AND 4' x 8' SIZE PANELS—1/4" THICKNESS**

\*Approximate price for unfinished panels. For factory-finished panels, ready to install, contact your Weldwood warehouse for prices.



## Weldwood®

**United States Plywood Corporation**

WORLD'S LARGEST PLYWOOD ORGANIZATION

55 West 44th Street, New York 36, N. Y.

**U.S.-Mengel Plywoods, Inc.,** Louisville, Kentucky

*In Canada, Weldwood Plywood Ltd., Toronto and Montreal*

**UNITED STATES PLYWOOD CORPORATION**

55 West 44th Street, New York 36, N. Y.

SBS-10-54

Please send me complete information and sample of Samara.

NAME.....

ADDRESS.....

CITY.....STATE.....



## Marquette Plant Sets Safety Record in Miss.

The Brandon, Miss., plant of Marquette Cement Manufacturing Co., on August 27, became the first cement plant in the U. S. to have ever completed its first 1,000 days of operation without a single lost-time accident. Thus it became a member of the exclusive 1,000-Day Club of the Portland Cement Assn.

The plant's accident-free operation is exceeded only by that of workers in the adjoining Marquette quarry at Brandon. Their record is 182 days better because operations were begun at the quarry that much in advance of the plant proper.

On October 7 officials of Marquette and the Portland Cement Assn. are to meet at the Brandon plant to honor the pace-setting employees and their families. Mississippi's Governor Hugh White is expected to attend.

## Badger Keeps K. C. Yards, Sells Others in Chain

The Badger Lumber Co., an old line-yard firm that has operated 12 yards in Kansas and Missouri, recently announced plans to dispose of all but the six in the metropolitan Kansas City area.

According to President A. T. Seaver, this decision was based on the belief that the firm could concentrate better in a smaller area. "During the past year and a half we have built new yards here in the city and modernized others . . . we are prepared to do a much better

job of retail merchandising."

The Badger yard in Herington, Kan., was bought by the Burgner-Bowman-Matthews Lumber Co.; in Hillsboro, by the Blaker Lumber and Grain Co.; in Kingman, by the J. B. Houston and Son Lumber Co., and in Argonia and Marion, by the Mack-Welling Lumber Co. In most instances, the personnel will remain the same.

## SPA's Berckes, Moore in Private Businesses

Two former executives of the Southern Pine Assn. have opened their own businesses in New Orleans, La.

H. C. Berckes, for 31 years secretary-manager and executive vice-president, has opened a brokerage business to aid those interested in buying, selling, or dealing in pine timberland. His office is at 505 Cotton Exchange Building.

A. G. T. Moore, who recently retired as traffic manager of SPA, has opened an office at 1001 International Building, 611 Gravier Street. A licensed practitioner before the Interstate Commerce Commission, he handles negotiations with carriers in formal and informal dockets before state and interstate commissions.

## New Plate Glass Plant

The Pittsburgh Plate Glass Co. has announced plans for an ultra-modern \$34,000,000 plate glass producing plant at Cumberland, Md.

This is the first time in over 30

years that the company has built a completely new plant at a new site. Pittsburgh's other plants produce plate glass at Creighton and Ford City, Pa., and Crystal City, Mo.

## Sherwin-Williams Team Dramatizes Sales Plans

Headed by Vice-President Arthur H. Burt, director of sales, a team of 10 headquarters executives of the Sherwin-Williams Co. is presenting the paint company's fall sales program to field personnel in a series of regional conferences between September 9 and October 20.

The sales promotion group dramatizes its presentation with demonstration of products soon to be placed on the market and with colorful new merchandising aids. The firm's far-reaching sales organization is introduced to new products and brought up-to-date on new technical developments in protective coatings.

"Spearheading the fall campaign is Super Kem-Tone Applikay, the newest fashion in home decoration," commented Burt. "This design-on-color development, introduced by Sherwin-Williams and allied companies only last spring, has won great acceptance among homemakers everywhere, exceeding all expectations."

Over 200 members of Sherwin-Williams sales personnel were to participate in sales conferences with regional directors in charge: Atlanta, W. B. Bell; Kansas City, A. W. Everett; Dallas, R. E. Sprinkel; Philadelphia, J. L. Rutledge.



## NINTH LONGEST SPAN, 'SUNSHINE SKYWAY' LINKS FLORIDA WEST COAST

CROSSING 11 miles of open water, this new bridge connects St. Petersburg with Bradenton, Fla., as an extension of U. S. 19 — the Gulf Coast highway. The crossing is built in 11 sections, including five bridges and six hydraulic fill embankments.

The pre-stressed concrete sections of the 22,373-foot central bridge are the first such use of pre-stressed concrete bridge construction in the U. S. Three and one-half miles of the trestle are of pre-cast, pre-stressed

composite construction. There are four fixed-span bridges and one double-leaf bascule.

The crossing includes three miles of fill over Terra Ceia island, one-half mile over Terra Ceia bay, and 1½ miles of approach fill to U. S. 41 at Palmetto, 15 miles overall. Shown above is the central cantilever span, ninth longest highway span in the nation. It has a clearance of 141.5 feet over mean low tide, and horizontal clearance of 800 feet be-

tween cribbing.

The central steel bridge is 5,621 feet, with 864-foot cantilever main span flanked by through-truss anchor spans, two deck-truss spans, and 12 steel deck-girder sections on either side. These are set on 32 reinforced concrete piers rising on a five-percent grade from 21 feet to 135 feet at the central piers.

Eight of the central piers are twin-shaft. Their foundations are steel-piling, driven into bay bottom.



On this side of the building "Century" APAC was applied directly over the existing stucco surface by means of special machine-driven nails. Applicator: John & Howard Trout Co., Ocean City.

## "CENTURY" APAC

### Solves Tough Siding Problem For Seaside Business



Shriver's, Ocean City, N. J., is located on the Boardwalk just a few hundred feet from the ocean. The building, therefore, is constantly exposed to extremes of weather and the corrosive salt and moisture in the air.

There isn't a much tougher testing ground for siding than the seashore! The owner of this resort business noticed how well asbestos-cement siding had served for years on other structures in the area. When the siding on his own building needed replacement, he had his contractor apply a new wall of "Century" APAC.

And well satisfied he is! He is particularly pleased with APAC's resistance to moisture damage and its ability to stay put for years on end

with maintenance at a minimum. But these are only a few of APAC's many advantages.

"Century" APAC is made from asbestos fiber and portland cement in large, easy-to-handle, easy-to-apply sheets. It cannot burn, rot, or corrode; never needs protective paint or costly maintenance. It can be applied over almost any existing siding with a minimum of tools, time, and labor. It serves for interior

walls and ceilings, too, making clean, neat rooms that are easy to care for.

It's easy to see why this nationally-advertised, all-purpose building board is a good seller—and a good profit-maker. It can provide you with hundreds of sales each year. Get the facts on "Century" APAC and you'll want to offer it to your customers, too! Write for information today.

**KEASBEY & MATTISON** COMPANY • AMBLER • PENNSYLVANIA

*Nature made asbestos . . . Keasbey & Mattison has made it serve mankind since 1873*



OCTOBER, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

71

## New Zegers Managers

Zegers, Inc., Chicago manufacturer of Dura-Seal combination metal weatherstrip and sash balance, has appointed Everitt H. Hall and Charles E. Duke as district sales managers.



HALL

DUKE

Hall will head the Eastern district, with headquarters at Wellesley Hills, Mass. This territory includes New England and Seaboard states through North Carolina.

Duke will serve the north and south central states from his St. Louis, Mo., headquarters.

## Pre-Fabs for Oak Ridge

With six basic plans, the Whelen Construction Co. achieved 24 variations for East Village Homes, a project to rent to Atomic Energy Commission personnel at Oak Ridge, Tenn.

The project of 500 houses illustrated the great variety possible with prefabricated homes, which in this case were produced by American Houses, Inc., of New York. They were designed for the AEC by Memphis architects Faires and Sanford.

## 'Weyerhaeuser News' Wins

*Weyerhaeuser News*, published by the Weyerhaeuser Sales Co., was awarded a certificate of merit by the International Council of Industrial Editors at its recent annual meeting in Detroit.

The *News* is circulated thrice a year to Weyerhaeuser sales personnel and retail lumber dealers to inform them on lumber manufacturing and lumber marketing. The certificate of merit was one of 43 awarded by the council for "exceptional accomplishment in achievement of purpose, excellence of editorial content and effectiveness of design" during 1953.

Other honors won by the *Weyerhaeuser News* since 1950 include three regional Industrial Editors awards and two international awards. E. R. Gillis is the editor.



# manufacturers' NEWS

FORT WORTH, TEX.: Wynn L. Veale has been appointed vice-president of the **Ready Hung Door Corp.** Formerly with the Southwest Sash and Door Co. in Houston, Veale now is in charge of licensing and sales promotion for Ready Hung.

ORANGE, VA.: Heinz Pagels is now general manager of the **Virginia Metal Products'** manufacturing division, maker of VMP Mobilwalls, doors, and bookstacks.

NEW YORK, N. Y.: The **U. S. Plywood Corp.** has bought all assets of the Shasta Box Co. in northern California. The purchase includes sawmills at Douglas City and Redding, a box plant and planing mill at Redding—all of which will be continued—and extensive timberlands.

TULSA, OKLA.: Coating Laboratories has arranged with the **Archer-Sigler Corp.**, also in Tulsa, to act as national sales agent for Plasticool, the "air-conditioned paint." Distributorships will deal directly with Archer-Sigler.

ROANOKE, ALA.: The former Cotney Lumber Co. yard here has been re-activated. It will be operated under the name of the **East Alabama Lumber Co.**, which recently bought the Cotney saw mill and planer mill.

NEW ORLEANS, LA.: Construction has started on an ultra-modern building to provide greater space for the New Orleans office of the **Minneapolis-Honeywell Regulator Co.**

CHICAGO, Ill.: J. P. O'Brien has been appointed sales manager for building steel products of the **United States Gypsum Co.** Before filling this newly-created position, O'Brien was manager of the Pittsburgh district. He was succeeded in this post by Edward Pappert.

SAN FRANCISCO, CALIF.: Gregory M. J. Lambert has joined the technical division of the **California Redwood Assn.**, with offices at Eureka. He majored in forestry at the University of Washington and completed a year of graduate work.

WARREN, OHIO: Frank W. Cortright has been retained by the **Mullins Manufacturing Corp.** as director of builder research for its Youngstown Kitchens. Since his retirement from the National Assn. of Home Builders as executive vice-president for 11 years, Cortright has been building homes in the San Francisco area.

MOBILE, ALA.: With the arrival of the SS Ore-Chief, first of the big vessels to be used in conveying iron ore from Venezuela, the Mobile Ore

Terminal of the Tennessee Coal & Iron Division of the **U. S. Steel Corp.** was put into operation. In the future, full loads will move through the terminal for use at the steel operations in Birmingham.

NEW YORK, N. Y.: Herbert Abraham, president of the **Ruberoid Co.**, was presented an "Oscar of Industry" along with five other leading businessmen of the nation who achieved their success the hard way.

WISCONSIN RAPIDS, WIS.: **Consoweld Corp.**, producers of plastic laminate surfacing, is building a plant here at the cost of \$3,000,000. Containing 110,000 square feet, it is scheduled to start operating late this year.

STARKVILLE, MISS.: Vernon R. Chesteen has been promoted to the newly-created post of Southern regional sales manager for the **Dayton Pump and Manufacturing Co.** He will supervise district offices serving South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, and parts of Tennessee.

NEW ORLEANS, LA.: The **Ruberoid Co.** has appointed Hanno A. Germann Jr. as sales representative within a 110-mile radius of New Orleans.

FAIRFIELD, ALA.: Charles R. Sexton has retired after 17 years as treasurer of the **Tennessee Coal and Iron Division** and 41 years with the U. S. Steel Corp. His post was filled by David Adams III, assistant treasurer since 1945.

LAUREL, MISS.: The **Masonite Corp.** has established a product application department to develop, evaluate, and recommend methods for design and use of Masonite products. It will be headed by James C. James, former assistant manager of sales engineering.

PHILADELPHIA, PA.: The **Delta Heating Corp.**, Trenton, N. J., has announced that Ed Black will coordinate sales for the company in southern New Jersey, Delaware, Maryland, D. C., and eastern Pennsylvania.

DALLAS, TEX.: G. Brice Gaston now represents the **Allmetal Weatherstrip Co.** in this section.

ROANOKE, VA.: The **Miller Manufacturing Co.**, producers of lumber, millwork, and wood boxes in Richmond, has announced plans for a Roanoke plant to make corrugated containers.

GRENADA, MISS.: Over 1,000,000 board feet of pine and hardwood went up in flames during a recent



# Sell both big screen markets with one line of...

Cost-conscious builders and do-it-yourself homeowners are your two big screen markets. And Columbia-matic Tension Screens give you a genuine opportunity to sell both markets more easily, more profitably.

You sell frameless Columbia-matics with a minimum inventory . . . eight conveniently located factory branches provide prompt, fast delivery on all standard Columbia-matic sizes, and any special-order size. You stock only what you need—yet sell a complete line.

Patented automatic tension . . . durable all-aluminum construction . . . absolute insect protection. . . These are some of the features that make every builder and homeowner a buyer when you feature full-profit Columbia-matics.

## Columbia-matic TENSION SCREENS!



Ask for the self-selling demonstrator

### 1. Sell your homeowners!



These are the  
Columbia-matic features  
they go for:

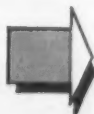
**Patented Automatic Tension**—Patented spring-loaded bottom rail automatically puts right amount of tension on screening. Full-length screening can't sag or ripple . . . holds drum-tight to blind stops at all times for complete insect protection.

**Save time**—Easy to put up and take down from inside. Anyone can do it in seconds.

**Save work**—No more struggling with clumsy rigid frames or ladders. Flexible Columbia-matics have top and bottom rails only. Roll up for compact storage.

**Save money**—Columbia-matics cost no more than ordinary screens. Rustproof aluminum needs no painting, maintenance. No drip-stains on house.

Get the twin-market  
Columbia-matic profit story now!



### 2. Sell your builders!



Show them how Columbia-matics  
actually save them money  
over ordinary screens

**Easily installed** by unskilled labor—only 7 screws, no template.

**No fitting**—Columbia-matics are pre-cut to your specifications . . . perfect fit is assured.

**No painting**—Columbia-matics are all-aluminum.

**No callbacks**—Columbia-matics can't swell, stick, warp . . . won't drip-stain house siding.

Columbia Mills, Inc., Dept. SB-10, Syracuse 2, N. Y.

Please send me complete information  
on Columbia-matic Tension Screens.

Name

Store Name

Address

City  Zone  State

\$150,000 fire at the **Phillips Lumber Co.** The fire was started by an explosion of oil in the engine room.

**PRYOR, OKLA.:** The **Certain-teed Products Corp.**'s felt mill has started preliminary operations. Capacity is planned for 60 tons of roofing felt a day.

**SAVANNAH, GA.:** The **National Gypsum Co.** has announced a \$15,000,000 expansion program to enlarge plants in Savannah, Baltimore, Md., and New York, and for mine operations at Halifax, Nova Scotia, and Shoals, Ind.

**ALEXANDRIA, LA.:** After nearly 60 years of continuous production, the **Crowell-Longleaf Lumber Co.**'s mill has closed because all virgin timber in the area serviced by it has been cut.

**MILWAUKEE, WIS.:** The **Le Roi Co.** has named Jack E. Heuser vice-president in charge of sales. He will organize and manage a new sales division to sell and service such products as engines, air compressors, mixers, rockdrills, and loaders. James R. Harwood was made sales manager of the Transo division and its rubber-tired front end loaders and truck-mounted concrete mixers.

**CHICAGO, ILL.:** A. T. Kearney, president of the **Zonolite Co.**, has been elected chairman of the board. He replaced Philip D. Armour, who continues as a director.

**DALLAS, TEX.:** F. B. Benton, former assistant district manager of the Dallas district of the **U. S. Gypsum Co.**, has been promoted to the Chicago office as Lake Shore district manager. He had served the Dallas and Houston areas since 1946.

**FAIRMONT, N. C.:** Fire destroyed the **Standard Plywood Co.** plant here September 4. The blaze, which caused \$1½ million damage, was believed to have started in the boiler room.

**NEW YORK, N. Y.:** Duncan Cameron Menzies has been elected president, general manager, and a director of **Servel, Inc.** He succeeds W. Paul Jones, who is now vice-chairman of the board. Menzies is vice-chairman of the executive committee and a director of Ball Brothers, Inc.

**CHICAGO, ILL.:** E. A. Bagnard, former assistant manager of the steel window and door department of the **Ceco Steel Products Corp.**, has been appointed manager of the new steel door department.

**NORTH MIAMI, FLA.:** Gordon Knox Smith has been appointed sales director of the Panelfab Building Products Division, **Panelfab Products, Inc.** The company has started extensive development of Panelfab metal-faced doors and building panels for residential and commercial application.

## Ellsworth Manages Red Cedar Association



**ARTHUR I. ELLSWORTH**, above, is manager of the Western Red Cedar Lumber Assn., which was formed last April by manufacturers in Washington state and British Columbia. He has established association offices at 4403 White-Henry-Stuart Building in Seattle, Wash.

A native of the Pacific Northwest, Ellsworth is a graduate of the University of Washington. He has served as advertising manager for two Seattle firms.

According to President R. M. Ingram, the purposes of the Western Red Cedar Lumber Assn. are to sponsor product research and promote greater, better use of this species of lumber. The Seattle office will serve as an information center for architects, lumber wholesalers, retailers, and allied groups.

Members of the association from Washington state include the Aloha Lumber Corp., Columbia Valley Lumber Co., William Hulbert Mill Co., E. C. Miller Cedar Lumber Co., Northwestern Lumber & Mfg. Co., and the Seattle Cedar Lumber Mfg. Co.

British Columbia members of WRCLA are Alaska Pine and Cellulose Sales, Ltd.; British Columbia Forest Products Ltd.; British Columbia Mfg. Co., Ltd.; Flavell Red Cedar Limited; MacMillan & Bloedel, Ltd.; McDonald Cedar Products, Ltd.; Nalos Lumber, Ltd., and the Norwood Lumber Co., Ltd.

## Celotex Expands Plant

The Celotex Corp. will build a new and larger gypsum board mill and expand its other facilities at Port Clinton, Ohio.

Scheduled for completion next year, the new plant will turn out a

complete line of gypsum products, using the most modern equipment. Celotex also operates gypsum plants at Fort Dodge, Iowa, and Hamlin, Tex.

## Per-Fit Names Managers and Elects New Officers

The Per-Fit Products Corp., Indianapolis, Ind., has appointed Robert L. Bradley sales manager for the Southwest for its Per-Fit and Best-Vent double-hung aluminum windows and slider windows.

John D. Brookes was made sales manager for the Southeast. He will move to a central location in the territory after January 1.

Stanley D. Krauss has taken over management for the Middle Atlantic district. His headquarters are in Haddonfield, N. J.

Per-Fit Corp. officers elected at a recent board meeting include E. W. Carey, president; Russell Gillespie, operations vice-president; George E. Stalle, sales vice-president; L. S. Abbett, secretary, and Frank E. Russell, treasurer.

"We have grown rapidly in the past few years and are now making plans for doubling our capacity in 1955," Chairman Carl F. Spickelmier announced.

## Curtis Cabinets Prize

Curtis kitchen cabinets in natural birch for 7½' of wall space will be given as a prize in the "Home for All America" contest sponsored by the Quaker Oats Co. for Aunt Jemima pancake mix.

In conjunction with the contest, some Curtis Woodwork dealers will stage special promotions to demonstrate how the cabinets fit into ultra-modern homes.

## Push Seidlitz Paints

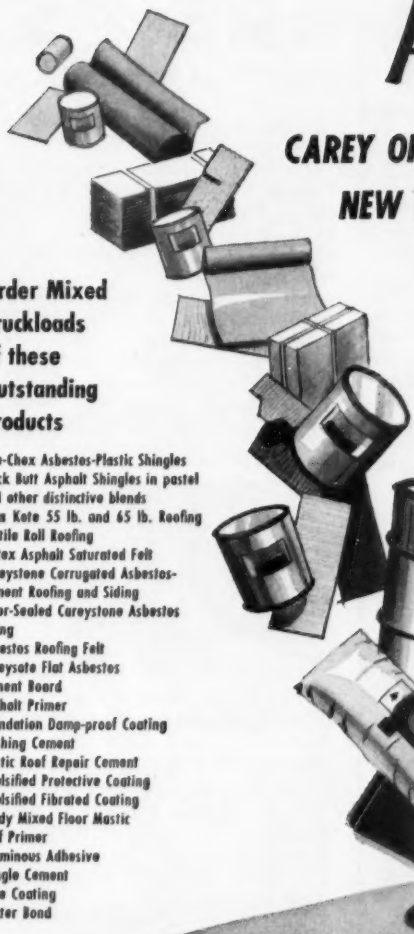
Two district managers have been announced recently by the Seidlitz Paint and Varnish Co., Kansas City, Mo.

Frank Farrell, right, manages the eastern Kansas district. His headquarters are in Topeka. He has had eight years of dealer paint sales experience in this area.

James F. Gorman heads the north Texas-Louisiana district, with offices in Fort Worth. He previously was with a Seidlitz distributor, the Pioneer Supply Co. in Fort Worth.



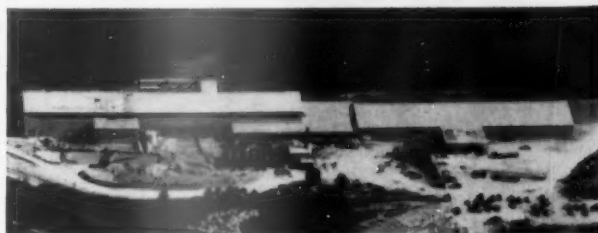
# Now... a *HAT FULL* of building products for Texas!



## CAREY OPENS BIG, NEW HOUSTON PLANT!

### Order Mixed Truckloads of these Outstanding Products

- Fire-Chex Asbestos-Plastic Shingles
- Thick Butt Asphalt Shingles in pastel and other distinctive blends
- Micra-Kote 55 lb. and 65 lb. Roofing
- Lustrite Roll Roofing
- Feltex Asphalt Saturated Felt
- Careystone Corrugated Asbestos-Cement Roofing and Siding
- Color-Sealed Careystone Asbestos Siding
- Asbestos Roofing Felt
- Careysate Flat Asbestos Cement Board
- Asphalt Primer
- Foundation Damp-proof Coating
- Flashing Cement
- Plastic Roof Repair Cement
- Emulsified Protective Coating
- Emulsified Fibrated Coating
- Ready Mixed Floor Mastic
- Roof Primer
- Bituminous Adhesive
- Shingle Cement
- Fibre Coating
- Plaster Bond



Now, Carey is ready and raring to go for you at its modern new Houston plant! Ready with quality building products with real sales appeal. Ready with fast service and ample production facilities to serve you promptly!

Three years ago, Carey purchased The Asbestos Company of Texas. Now Carey has enlarged and improved the asbestos-cement plant . . . completed an asphalt roofing plant and warehouse. Included is the newest roofing machine installation in the country!

Yes, we're ready to go and grow with the Southwest. Now you can quickly obtain top-quality asbestos and asphalt products—plus a great variety of other Carey materials.

## 5 BIG ADVANTAGES OFFERED BY CAREY'S BIG PLANT

1. Select from a *complete* line. Buy from one source with all its time-saving and money-saving advantages.
2. You receive *immediate service* with truckload delivery overnight.
3. Your choice of color blends *designed especially for the Southwest*.
4. Feature *quality* materials from a company established in 1873.
5. You enjoy more *personal service* from your Carey representative.

Why not get started toward a more profitable year with the complete Carey line? Contact your Carey representative, or just write us direct.  
Dept. SBS-10

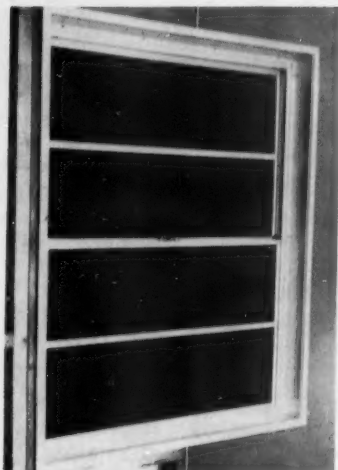
*Serving Home, Farm and Industry Since 1873*

**The Philip Carey Mfg. Company**

**Post Oak Road and Hempstead Highway, Houston, Texas . . UNDERWOOD 6121**



# product parade...



## METAL WINDOW TRIM

Extruded aluminum interior trim is now offered for use with Per-Fit slider and Best-Vent aluminum windows, made by the Per-Fit Products Corp., Dept. SBS, 200 East 52nd St., Indianapolis, Ind.

The trim is shipped knocked down, but is easily assembled without special tools or skill. It is said to have exceptionally tight and flush mitted corners.

Interior wall surfaces may be finished before installation.

**Write for P330. Use coupon below.**

## WALL TILE ADHESIVE

The Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York, N. Y., has developed an improved resin-type adhesive for use in installation of polystyrene and other non-ceramic types of wall tile.

It is said to have excellent bond strength, easy spreading characteristics with economical coverage, long open time, and high resistance to moisture and mold. Tests of aging at 158 degrees F showed less embrittlement than many other types.

Trial quantities are offered free.

**Write for P331. Use coupon below.**

## WIDE ALUMINUM ROOFING

"Bonus Width," a 45½"-wide aluminum roofing, is announced by the Childers Manufacturing Co., Dept. SBS, 3620 West 11th Street, Houston 8, Tex.

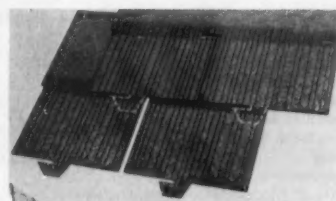
The wider width is said to elimi-



nate nearly 50 per cent of the waste in side laps, yet provides a sheet that one man can handle easily. Costs also are reduced through shorter application time.

The roofing is available in lengths from 6' through 12', in 2½" and 1¼" corrugated and special 7-V crimp. The 2½" panels also come in 14' lengths. Cross-crimping provides even greater rigidity.

**Write for P332. Use coupon below.**



## "LOCKING" SHINGLE

Lok-Tab is a new interlocking asphalt strip shingle that looks like the usual square tab but actually is capable of shrugging off a hurricane. It was developed by the Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

The center of each butt on the strip has a hook-shaped extension

### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

OCTOBER, 1954

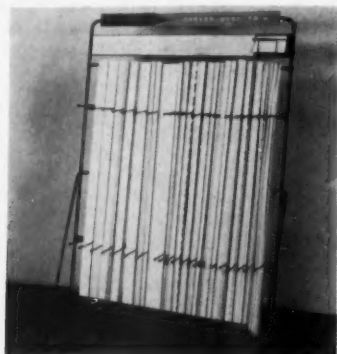
Circle numbers below and return filled-in coupon. Literature and prices, or catalog, will be mailed promptly to you.

P330	P331	P332	P333	P334
P335	P336	P337	P338	P339
P340	P341	P342	P343	P345
P346	P347	P348	P349	P350
P351	P352	P353	P354	P355
P356	P357	P358	P359	P360
P361	P362	P363	P364	P365
P366	P367	P368	P369	P370
P371	P372			

that is an integral part of the shingle. This fits snugly into a pre-cut slot in the shingle below. The center butt lock allows the corners of each tab to lift enough to form a channel through which high winds can flow off harmlessly, according to extensive tests.

Write for P333. Use coupon page 76.

#### CARVED WOOD PANELING



Klise wood paneling comes in 10 different patterns carved in either solid lumber or in specially-faced, built-up panel stock. The panels are made by the Klise Manufacturing Co., Dept. SBS, 50 Cottage Grove, S. W., Grand Rapids, Mich.

The self-service display rack boosts impulse sales.

The thicker built-up panels can be used as structural members; solid lumber and thinner panel stock must be applied to framework. The paneling ranges in width from 5 1/4" to 12".

This carved wood can be used simply as trim, as strip paneling in combination with other materials, as whole wall areas, or given other treatments.

Write for P334. Use coupon page 76.

#### UNDER-EAVE VENTILATOR

Two new under-eave ventilators have been announced by the Leigh Building Products Division, Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

Designed for installations under the eaves, in walls, above foundation, they are made in two sizes: 16"x8" and 16"x4". They are made of rust-proof aluminum, with FHA-approved 8-mesh back screen.

Write for P335. Use coupon page 76.

#### ECONOMY GARAGE DOOR

A new one-piece economy garage door has been introduced by the makers of the well-known How-ell-dor—the Howell Manufacturing Co., Dept. SBS, Hasbrook and Cottman Streets, Philadelphia, Pa.

Called the Mon-O-Dor, it features heavy-duty hardware, an automatic

## "Fastest Moving Pipe I ever Handled"



... says this Orangeburg Dealer!

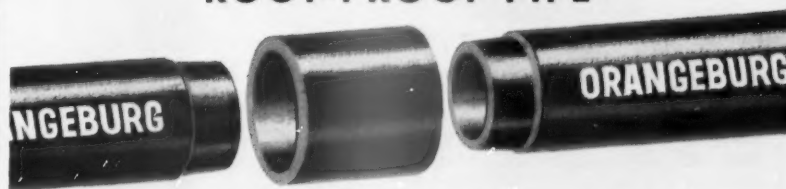
"I've never seen anything like it. Got a shipment in recently and hardly had time to stack it . . . sold out! My customers know about Orangeburg . . . ask for it by name . . . they tell me it's the easiest to handle sewer and drain pipe they've ever used. Couple of hammer taps and it's joints are sealed . . . for good. And I notice,

too, more customers insist on *genuine* Orangeburg every day . . . both the Root-Proof and Perforated. Its national advertising and its well-known quality have created an amazing demand. Believe me, Orangeburg is the fastest moving pipe I ever saw, and of course, the faster it moves the more money I make. Sure glad I stock Orangeburg."

You, too, will be glad you stocked genuine

# ORANGEBURG

### ROOT-PROOF PIPE



and exclusive Orangeburg fittings

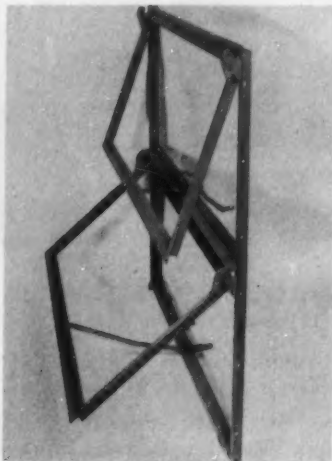
VISIT OUR BOOTH D-10  
AT THE SOUTHERN BUILDING MATERIALS SHOW  
ATLANTA BILTMORE HOTEL  
NOVEMBER 3-4-5

WRITE for sales aid folder and complete catalog to Dept. S104  
ORANGEBURG MANUFACTURING CO., INC., Orangeburg, New York  
West Coast Plant: Newark, Calif.

cylinder lock handle in chrome, a crank-shaft arm that eliminates sway and assures balance. Rubber bumpers at the rear of the track assure quiet, accurate stop.

The Mon-O-Dor measures 8'x7'. It requires only 1½" of headroom. Write for P336. Use coupon page 76.

### STEEL AWNING WINDOW



Weather-Trol is a steel awning window developed by the makers of Disco steel casements, the Decatur Iron and Steel Co., Sept. SBS, Decatur, Ala.

The units are made in a variety of styles with from one to four lights, fixed and operating. A folder shows all models available and a table of sizes.

Write for P337. Use coupon page 76.

### CONNECTORS and ANCHORS

Production of Timberlock split ring timber connectors and Timberlock framing anchors has been taken over by the Marsh Co. Division, F. D. Kees Manufacturing Co., Dept. SBS, P. O. Box 1600, Beatrice, Neb.

The split ring connectors are available in 2½" and 4" inside diameters. Grooving tools are available. Each pickled steel connector is coated with oil to prevent corrosion.

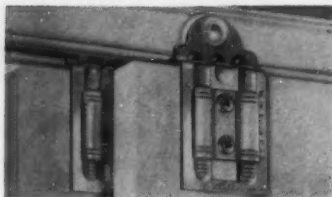
The framing anchors are precision made of 18-gauge zinc-coated steel. They are 4½" high and measure 9/16" at the top and 1½" at the bottom. They have four nailing faces.

Write for P338. Use coupon page 76.

### SLIDING DOOR HARDWARE

A line of sliding door hardware, called the "500" series, has been introduced by Lawrence Brothers, Inc., Dept. SBS, Sterling, Ill. It is for residential and light industrial uses.

Only 1½" headroom is required. Doors from ¾" to 1½" in thickness can be accommodated, in single or



multiple installations. Hardware is available for openings up to 10' wide.

The track is extruded aluminum with a brushed-satin finish. Hangers are of plated steel, either top- or side-mounted.

Write for P339. Use coupon page 76.

### SHOWER DOOR ADJUSTS

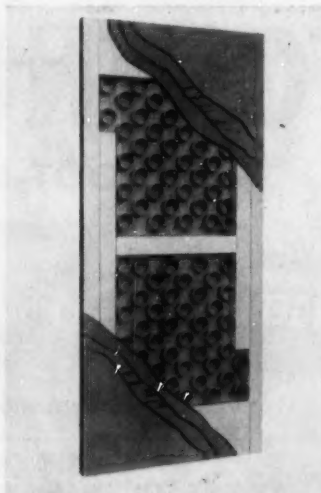
The Beauti-Dor is a new adjustable shower door that eliminates the need for fillers of any kind. Made by Shower Enclosures, Inc., Dept. SBS, 1227 West Devon Avenue, Chicago 40, Ill., the door is shipped in a ready-to-install package.

Only a simple adjustment of jambs is required to assure level installations in minimum time. It is made of thick, highly polished, heat-treated aluminum. Three sizes fit openings 23" to 25", 25" to 26½", and 26½" to 28".

Write for P340. Use coupon page 76.

### INSTITUTIONAL DOOR

An institutional door that combines economy and lightness of the hollow-core door with the heavy blocking necessary to accommodate institutional hardware has been introduced



by the General Plywood Corp., Dept. SBS, Louisville 12, Ky.

Lightness is achieved with a core of cylindrical fiber columns. Heavy-duty strength is maintained through use of three-ply balanced face panels. These are hot-plate pressed with core

and frame into one integral unit.

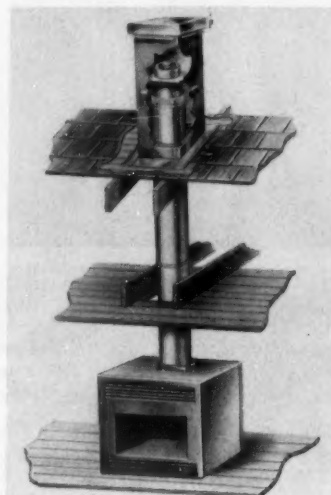
Top and bottom rails are wide enough for mounting door closers, kick plates, and other hardware.

Write for P341. Use coupon page 76.

### PACKAGED FIREPLACE

Especially designed for use in low-cost homes, the Air-Jet packaged fireplace is said to cost from one-half to two-thirds less than a conventional fireplace of like size. It is made by the General Products Co., Inc., Dept. SBS, Fredericksburg, Va.

An auxiliary heating circuit in-



ulates as well as doubles the heat output. Because of this insulation feature, the Air-Jet is designed for no clearance on all sides from combustible materials.

It features a black enamel front and 30" heavy steel firebox that assures smoke-free operation.

Write for P342. Use coupon page 76.

### LOW-COST HARDWOOD

Samara, a low-cost hardwood, is a product of the United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

It bears a striking resemblance to African mahogany and has many of the characteristics of Spanish cedar. It is light reddish brown, marked by a bold decorative grain pattern.

Plywood of Samara comes in panels 4'x7' and 4'x8' in thicknesses of 0.8", ¼", 3/16", and ¾".

Write for P343. Use coupon page 76.

### ALL-PURPOSE PAINT TINT

A tube system of adding colorants to both latex and alkyd base neutral and white paint bases has been developed by the Pittsburgh Plate Glass Co., Dept. SBS, 632 Fort Du-



quesne Boulevard, Pittsburgh 22, Pa.

Called "Maestro Colors," the system provides a range of 300 decorator colors furnished from one set of 50 paint tubes. Only two tinting bases for each line of paints will equip a dealer to furnish the entire color range without delay.

Lines now available to utilize the system include Wallhide Rubberized Satin finish (latex), Satinhide Enamel (alkyd), and Wallhide PBX Flat Wall Paint (alkyd).

Write for P344. Use coupon page 76.

### PERFORATED HARDBOARD

Allwood Shobord is a perforated hardboard panel, made by the Oregon Lumber Co., Dept. SBS, Dee, Ore.

Holes are punched on 1" centers to hold small metal hangers, creating storage walls in dens, kitchens, playrooms, closets, attics, garages, basements, workshops, bathrooms, and



other convenient spots in the home.

Shobord is available in thicknesses of  $\frac{1}{8}$ " and  $\frac{3}{16}$ " with holes  $\frac{3}{16}$ " diameter, and  $\frac{1}{4}$ " with  $\frac{9}{32}$ " holes.

Write for P345. Use coupon page 76.

### SLIDING STAIRWAY

Ez-Way's sliding stairway is attached to a panel that is included with the package, yet can be quickly dismounted for use as a general purpose ladder. It is made by Ez-Way Sales, Inc., Dept. SBS, Box 300, St. Paul Park, Minn.

The standard 24"x36" panel can be cut down for openings as small as



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close than  
smaller ones  
with the help  
of the ...NEW  
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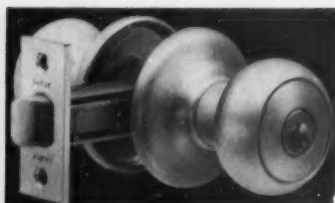
General Office: Box 3426 Terminal Annex, Los Angeles 54

20"x35". Special size panels can be made for quantity orders. Hinges are attached to the panel so that the ladder is quickly installed with screws.

The stairway's weight acts as a natural counter balance requiring little effort to operate.

**Write for P346. Use coupon page 76.**

## ALUMINUM LOCKSETS



Anodized aluminum locksets have been added to the Kwikset "400" line of residential locks made by Kwikset Locks, Inc., Dept. SBS, Anaheim, Calif.

The rosettes of the aluminum line have been redesigned to modernize the knobs.

**Write for P347. Use coupon page 76.**

## REVERSIBLE HINGES

Three new reversible loose-pin hinges for overlapping cabinet doors have been announced by the Stanley Works, Dept. SBS, New Britain, Conn.

No mortising is required. Only the slim, trim knuckle shows when doors are closed. They are finished in zinc, brass, satin bronze, and prime coat for painting.

No horizontal stile is required for application of No. 337; no vertical stile for No. 339. The third hinge, No. 338, is designed for doors hung back-to-back on the same partition.

**Write for P348. Use coupon page 76.**

## WOOD-ALUMINUM WINDOW

A combination window made of both wood and aluminum, the "Defender," is now being made by



Gregg and Son, Inc., Dept. SBS, Framingham, Mass.

The "Defender" has a ponderosa pipe frame, aluminum track, and aluminum-encased glass and screen inserts. The frame is treated to prevent swelling, shrinking, warping, and termites. Screen and sash inserts are self-storing.

Home-owners can install their own Defender windows, which come pre-drilled to take screws.

**Write for P349. Use coupon page 76.**

## STORM WINDOW KIT

Storm-Lite is a low-priced storm window kit that provides a quick, easy means of covering windows to prevent loss of heat. It is made by the R-V-Lite Division, Arvey Corp., Dept. SBS, 3462 North Kimball Avenue, Chicago 18, Ill.

The kit includes a 36"x72" durable plastic sheet, 18 feet of weather-



resistant fiber moulding strips, and ample nails for installation. The kit can also be used to install a protective wall behind stoves and sinks.

**Write for P350. Use coupon page 76.**

## MAGNESIUM HAND TRUCK



The newest model in Magline's light-weight line of magnesium hand trucks is rated to handle loads up to 450 pounds, yet it weighs only 16 pounds with rubber-tired wheels. Made by Magline, Inc., Dept. SBS, 1950 Mercer Street, Pinconning, Mich., it is designated No. 12-H-802.

It is assembled from standard Magliner component parts, without weld-

ing, so that any part is easily replaced from stocks.

**Write for P351. Use coupon page 76.**

## PATTERNED WALLS



Various wall patterns can be quickly applied with the Dezyn Kotr, made by the E. Z. Paints Corp., Dept. SBS, Milwaukee 7, Wis.

This attachment snaps onto the handles of conventional paint rollers. Four abstract and four floral patterns are available, and a larger selection is being prepared.

**Write for P352. Use coupon page 76.**

## DOOR WEATHERSTRIPS

Master Metal Strip Service, Inc., Dept. SBS, 1720 North Kilbourn Avenue, Chicago 39, Ill., makers of the original No-draft sash balance and weatherstrip, now offers a new line of weatherstripping sets.

Each set contains complete equipment for weatherstripping an entire door. All three include instructions, screws and nails, bronze lock strip, and bronze strip for sides and top.

**Write for P353. Use coupon page 76.**

## ROLL-FORM PLASTIC

Plexolite fiber-glass-reinforced polyester resin translucent material is now available in roll form instead of sheets. It is made by the Plexolite Corp., Dept. SBS, 2051 East Maple Avenue, El Segundo, Calif.

Plexolite in roll form eliminates most waste that results from using standard lengths. Widths from 12" to 40" are available. The roll pictured here is 65' long and 24" wide. There are 15 colors to choose from.

**Write for P354. Use coupon page 76.**



# hunches

New items dealers may find  
profitable to sell — or use

**QUICK PAINT REMOVER.** Zip-Strip is a new paint remover that "bubbles" paint off practically any finish in a few minutes. It expands the oil and resin film of the paint, varnish, or enamel, to release it from the surface. Then the finish easily scrapes off. Write the Star Bronze Co., Dept. SBS, P. O. Box 568, Alliance, Ohio.

Or circle P355. Use coupon page 76.

**LEAK DETECTOR.** The Dragnet Leak Detector locates leaks in all types of pressure piping systems. This instrument is used to test piping for gas, steam, water, oil, refrigerants, air, and other systems. Write the Universal Controls Corp., Dept. SBS, 731 West Davis Street, Dallas, Tex.

Or circle P356. Use coupon page 76.

**WHITE GLUE.** Duralite polyvinyl resin white glue now comes in a new unbreakable applicator squeeze tube. It forms an invisible bond between wood, paper, metal, fabric and other materials, with tensile strengths up to 3,500 pounds. Not affected by freezing. For free sample, write the Webb Products Co., Dept. SBS, Norcross, Ga.

Or circle P357. Use coupon page 76.

**MASONRY COATING.** Pliotone is a new coating for concrete, stucco, asbestos shingles, brick, hot plaster, and other masonry surfaces. It is made with Goodyear's Pliolite S-5, a synthetic rubber based resin. It is

DO YOU WANT more information on any of these new products? Just mail the coupon on page 76 after circling the product number shown with item.

said not to crack, chip, peel, or yellow with age. Write the Preco Chemical Corp., Dept. SBS, 84 Country Court House Road, New Hyde Park, N. Y.

Or circle P358. Use coupon page 76.

**GROUNDING ADAPTER.** A handy Bakelite plastic anti-shock grounding adapter is made for three-wire electric hand tools and other portable appliances. Plugged into the wall outlet, it protects against short-circuits and fire hazards. Write Electric Products, Inc., Dept. SBS, 234 Daboll Street, Providence 7, R. I.

Or circle P359. Use coupon page 76.

**PALLET TRUCK.** Right-angle tiering in 5' aisles is possible with Yale

and Towne's new Warehouse electric rider pallet truck, model RP-4. It handles loads up to 4,000 pounds. Pallet fork spread is in standard widths of 25", 27", 30", and 36". Write the Yale and Towne Manufacturing Co., Dept. SBS, 11,000 Roosevelt Boulevard, Philadelphia 15, Pa.

Or circle P360. Use coupon page 76.

**SHOOS BIRDS AWAY.** Roost-No-More is a gelatin compound harmless to birds but so disagreeable underfoot that pigeons, starlings, and other noise makers avoid it. It comes in a push-button container that emits a ribbon of foam on such landing places as gutters, roof tops, and window sills. It is said not to wash away and to be effective for a year. Write

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METAL WEATHERSTRIP CORP.  
6343 ETZEL AVE., ST. LOUIS 14, MO.



National Bird Control Laboratories, Dept. SBS, 5315 Touhy Avenue, Skokie, Ill.

Or circle P361. Use coupon page 76.

**DETERMINES ANGLES.** The Elskope 100 is a tool that simplifies determining, bisecting, and transferring any angle. It consists of two mobile legs that, when located at any angle, automatically determine the angle on the graduated bar. The bar has longitudinal slots for marking the bisector of the determined angle. Write Johnson Research and Products, Dept. SBS, P. O. Box 14, Flossmoor, Ill.

Or circle P362. Use coupon page 76.

**PLASTIC LAMINATES.** Naugatop plastic laminate is now made in two new patterns: Grass design in aqua, turquoise, sun-tan, and olive; and Pebble design in mist-green, lemon, sand, and charcoal. It can be applied to countertops and furniture by the home-owner. Write the United States Rubber Co., Dept. SBS, Rockefeller Center, New York 20, N. Y.

Or circle P363. Use coupon page 76.

**PLASTIC POST LANTERN.** The picturesque colonial post lantern of long ago has been simulated in a new thermoplastic material that resembles wrought iron and can be painted as desired. The plastic post is 8' tall and comes in four easily-assembled parts. It sells for about one-third the price of a metal post. Write the Herwig Co., Dept. SBS, Chicago, Ill.

Or circle P364. Use coupon page 76.

**MASONRY INSULATION.** Alfol Type IA insulation now features increased thermal value. This insulating blanket is designed especially for furred masonry construction, expanding to just  $\frac{3}{4}$ " instead of  $\frac{1}{2}$ " as before. Write the Reflectal Corp., Dept. SBS, 155 East 44th Street New York 17, N. Y.

Or circle P365. Use coupon page 76.

**PLASTIC COVERING.** Coverall is a clear plastic material that comes on rolls. It is 9' wide, folded to a convenient 27" width. It is used as protective coverings for furniture indoors and outside, drop cloths, dust covers, and mothproof storage. Suggested retail price is 22 cents a lineal foot. Write Warp Brothers, Dept. SBS, 1100 North Cicero Avenue, Chicago 51, Ill.

Or circle P366. Use coupon page 76.

**STEEL STRAPPING KIT.** A compact portable kit (No. 157) contains everything necessary for a complete strapping job. It includes a Gerrard tensioning tool, strap cutter, and case. Strapping coils come in galvanized steel, aluminum, copper, copper-clad, monel, stainless steel, and conventional steel. Write A. J. Gerrard and Co., Dept. SBS, 1950 Hawthorne Avenue, Melrose Park, Ill.

Or circle P367. Use coupon page 76.

**SMALL MORTAR MIXER.** The And-wall Mix-ter is a four-cubic-foot plaster and mortar mixer for masons,

plasterers, and contractors. It will go through 30" doors. Tow bar and pneumatic tires permit easy moving behind car or truck. Write the And-wall Manufacturing Co., Dept. SBS, Ixonia, Wis.

Or circle P368. Use coupon page 76.

**INSULATING "WOOD" SIDING.** Inselwood Grain-Tex looks like real wood. Panels consist of a thick, tough insulating board core impregnated with an over-all seal of weatherproof asphalt. The deeply-embedded coat of mineral granules is thicker than on most sidings. Write Jones and Brown, Inc., Dept. SBS, 439 Sixth Avenue, Pittsburgh 19, Pa.

Or circle P369. Use coupon page 76.

**SEALING TAPE.** No. 162 Elastic Compound Tape is extruded with a reinforced core of tobacco cloth. It can be used to seal glass in channels of steel and aluminum window sash

and for other construction applications. Write the Presstite Engineering Co., Dept. SBS, 3798 Chouteau Avenue, St. Louis 10, Mo.

Or circle P370. Use coupon page 76.

**HYDROSTATIC LEVEL.** The Level-easy water level compactly combines a fluid reservoir, tube reel, and 50' clear plastic tube in a sturdy 6-5/8"x 3-3/4" aluminum container. Write Hydrolevel, Dept. SBS, 53 De Soto, Ocean Springs, Miss.

Or circle P371. Use coupon page 76.

**INSULATION BLOWER.** A Do-It-Yourself vermiculite insulation blower for homes with low-ceiling attics is said to permit two people to insulate an average attic in an afternoon. Dealers purchase the blower to rent to home-owners. Write the Zonolite Co., Dept. SBS, 135 S. La-Salle Street, Chicago 3, Ill.

Or circle P372. Use coupon page 76.

## silent salesmen



### WEATHERSTRIP DISPLAY

The Macklanburg-Duncan display case for On-Gard coil weatherstrip No. 550 now features a full-size label on both sides and on front. It is printed in the M-D colors—yellow and black.

Openings at the bottom of the case allow the bronze or stainless steel weatherstripping to be measured out or replaced without removing the roll. The case is available free with five 100' rolls of weatherstripping, in widths of 9/16",  $\frac{3}{4}$ ",  $\frac{7}{8}$ ", 1", 1 $\frac{1}{4}$ ", or 1 $\frac{1}{2}$ ".

Contact: Macklanburg-Duncan Co., Dept. SBS, Box 1197, Oklahoma City, Okla.

### HOLDS PAINT BRUSHES

This U-Do-It display offers a self-service method of selling these 100-per-cent hog-bristle or nylon paint brushes.

A merchandiser holds the cards

with their packaged brushes, displaying eight different types to cover nearly any household demand. The reverse side of each card helps the customer select the proper brush for each job and tells how to clean brushes properly. It also states the brush guarantee.

Contact: Gerts Lumbard and Co., Dept. SBS, 3407 North Kimball Avenue, Chicago 18, Ill.

### BRUSH SALES GUIDE

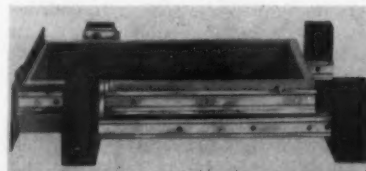
"Brush Ups for Your Sales Talks" is a pocket-size manual to aid retail sales personnel in selling. It illustrates 21 sales points for selling Superkleen brushes.

It especially tackles the problem of selling to the Do-It-Yourself market, pointing out that a new type of salesmanship is needed.

Contact: Devoe and Reynolds Co., Inc., Dept. SBS, Princeton, Ind.

### DRAWER SLIDE DISPLAY

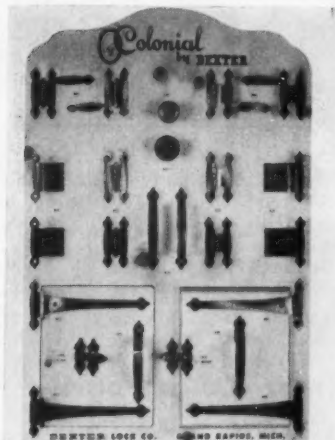
This display demonstrates the smooth action of the K-V No. 1300 drawer slide's ball-bearing nylon rollers and



the quiet operation. It easily carries loads of 50 pounds.

The dealer pays only for the drawer slides. The display is free.

**Contact:** Knappe and Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.



#### COLONIAL HARDWARE

A 16"x24" knotty pine board has been designed for displaying Dexter Colonial hardware in antique black and antique bronze finishes.

Two small doors open to show push button and lever latches. Knobs, latches, pulls, strap hinges, and offset hinges are displayed above.

**Contact:** Dexter Lock Co., Dept. SBS, Grand Rapids, Mich.

#### SHOWS HARDBOARD USES

This counter or window display lists many uses for hardboard in a home. Samples of the various hardboards made by Armstrong are keyed to the uses to show which ones are suitable for various jobs.



The display points out that hardboards are easy to finish "with stain, varnish, wax, enamel, or lacquer." Many of the uses are suitable for the Do-It-Yourself trade.

**Contact:** Armstrong Corp. Co., Dept. SBS, Lancaster, Pa.

#### DO-IT-YOURSELF BOOKS

The publishers of *Better Homes and Gardens* and *Successful Farming* offer the retail lumber dealer six booklets for re-sale to the public for 25 cents each, the price printed on the booklet. Space is provided for imprint of the dealer's name and address.

Entitled "Do-It-Yourself Ideas for . . ." the booklets cover attics, basements, garages, gates and fences, workshops, and bookshelves.

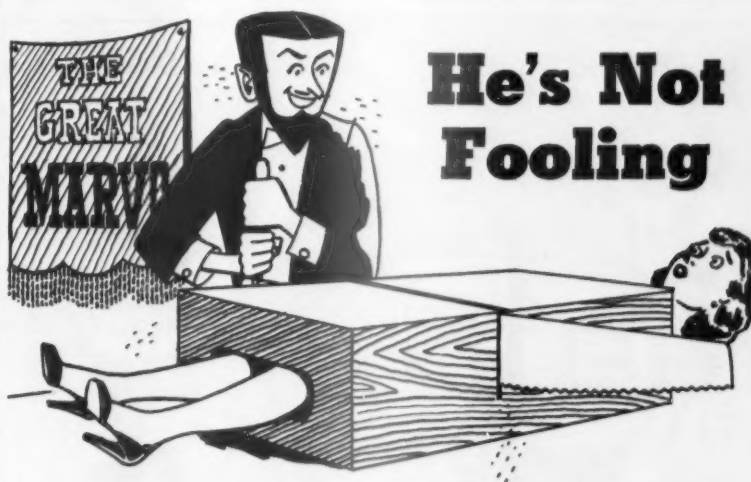
**Contact:** Meredith Publishing Co., 1714 Locust Street, Des Moines 3, Iowa.

#### DOORBELL REMINDER

Believing that many people with broken doorbells, sticking push buttons, and burned-out transformers go in or by building material stores without giving it a thought, the makers of Edwards doorbell equipment have developed a small display to catch home-owners' attention.

Only 10" wide by 15" high, the display fits in store windows, sales counters, or other display areas. It holds sample bells, buzzers, push buttons, and transformers.

**Contact:** The Edwards Co., Inc., Dept. SBS, Norwalk, Conn.



That's his mother-in-law—and besides, cutting things in half is a pretty good trick. You can help your customers cut repair bills and wood costs in half by recommending COPPO Preservative. It's amazing how COPPO makes wood (and all fibrous materials) last up to four times longer. But, it's no trick, just an extra good formula for preventing rot, mildew and termites.

When you recommend COPPO, your customers will catch on right away to the fact that there's nothing up your sleeve, just their best interests at heart. Remember, plus service builds plus sales.

It's magic, the way COPPO moves! But, again, it's no trick. Customers spot that Salesmaker Display Carton—and, whop—buyer resistance is cut in half. Cut your preservative inventory in half . . . don't stock a lot of preservatives—just COPPO; there's COPPO GREEN for surfaces to be painted, COPPO CLEAR for surfaces to be varnished. Order COPPO from your jobber, NOW!



All gallons packaged in the attractive Up-Front Salesmaker Display.

Also available in Coppo Clear.

Write us for additional information and nearest jobber now!

**The Coppo Company, Inc.**

2342 South Lauderdale • Memphis, Tenn.

## PLYWOOD MOVIE

"Seeing is Believing" is a 22-minute color movie that shows home-owners how to use plywood in various parts of the house.

It unfolds the story of a daydreaming home-owner, in love with the splendor of the past. A look into the past, however, changes his mind, and a visit to his lumber dealer convinces him that modern plywoods surpass woods of the past in beauty, ease of installation, and maintenance. And he finds it within his budget.

The film is the first by the United States Plywood Corp. for the general public.

Contact: Movies, U. S. A., Dept. SBS, 729 Seventh Avenue, New York 19, N. Y.

## HOME-SHOW DISPLAY

To make it easy for roofing and siding dealers to participate in local home shows and material exhibits, Ruberoid has designed this ready-to-exhibit product display. It is 5½' high and unfolds to an 8' width. Attachable lights are stored in a built-in drawer.

Built around the Colorator, a device for selecting harmonious shingle



and siding combinations, the display gives the consumer something to "play with" and thus holds his attention longer.

Contact: The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

Another good reason why it pays to be a **Dickey Dealer**



## Want to pack MORE into a SALE?

The day has passed when you could sit at your phone and take orders. Now, you've got to give more value for every dollar received. The best way is to sell a premium product with a proven service record.

You do just that when you sell a Dickey product . . . whether it's flue lining, sewer pipe, drain tile, wall coping, meter boxes, septic tanks or flashing blocks. You will supply your customers the most durable and lasting clay products. Just another reason why it pays to be a Dickey Dealer.

*If it's made of clay, it's good . . . if it's made by Dickey it's better*

**W. S. DICKEY**  
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., Meridian, Miss.,  
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary**  
**Salt-Glazed Clay Pipe**

ALWAYS IN DEMAND

## TOOL COUNTER DISPLAY

Two new Midget tool assortments are now offered on a yellow, red, and black counter display.

The No. J-1 assortment consists of two cutting nippers, two flat-nose pliers, two round-nose pliers, two short chain-nose pliers, and two diagonal pliers.

No. J-2 includes the same variety of tools, but with red Plastisol covered handles instead of full polished handles.

Contact: Utica Drop Forge and Tool Corp., Dept. SBS, Utica 4, N. Y.

## PLYWOOD STORY

"The Inside Story of Exterior Fir Plywood" helps dealers demonstrate to consumers how waterproof glue assures good performance in exterior types of fir plywood.

The booklet tells its story concisely and is illustrated with humorous documentary cartoons. Single copies are free; in quantity, \$2.50 per 100.

Contact: Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

## SALES IDEAS

A personnel development specialist firm has developed a four-page booklet listing "25 Sales Ideas to Help Make More Sales." The booklet is offered at no cost to companies for distribution to salesmen.

It covers such points as planning your working time, importance of the first minute with the customer, making yourself understood, keeping promises.

Contact: Kelly-Read and Co., Inc., Dept. SBS, 508 St. Paul Street, Rochester 5, N. Y.





### PAINT COLOR CHART

An attractive color chart displays various shades of MultiTint paints and enamels in 12 finishes.

Measuring 18"x17" when open, the chart suggests six methods of planning room decoration. It also tells about the Color Harmony Center and free Peggy Sloan Decorating Service.

**Contact:** Seidlitz Paint and Varnish Co., Dept. SBS, Kansas City, Mo.

### JALOUSIE DISPLAYS

Display "A," left, is a multi-colored dark ground with silk-screen lettering. It measures 40"x77 3/4". Display "B" measures 40"x81" and is finished in orange enamel.

Both displays are made of tempered hardboard and show all models of WareTite aluminum jalousie doors and windows. Both hold literature for consumers.



They are offered for a nominal price, free after dealers meet a moderate sales quota.

**Contact:** Ware Laboratories, Inc., Dept. SBS, 3700 N. W. 25th Street, Miami, Fla.

**FOR THE LATEST** in management suggestions and products to sell, be in Atlanta on November 3, 4, 5, for the second Southeastern Dealer Convention and Building Material Show!

### Timber Construction Standards Book Ready

Comprehensive standards covering the design, fabrication, and erection of engineered timber construction and also standard practices of the industry have just been published by the American Institute of Timber Construction in a booklet, "AITC Timber Construction Standards."

It provides architects, engineers, fabricators, and contractors with basic information and criteria long needed as a guide in all operations leading to sound timber construction.

The various sections include: "Construction and Service Classifications," "Specifications for the Design of Structural Timber Framing," "Minimum Standards for the Fabrication of Structural Timber," "Minimum Standards for Erection of Fabricated Timber," "Outline Specifications for Structural Timber Framing," "Code of Standard Practice," and classified "Reference Specifications and Codes."

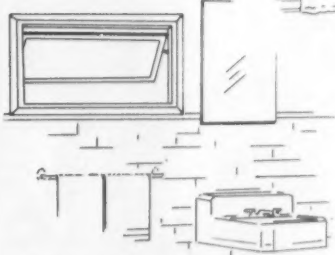
Copies of "AITC Timber Construction Standards" are available from the American Institute of Timber Construction, 1757 K Street, N. W., Washington 6, D. C., for \$2.00 each.

With this  
National

## Panel Window

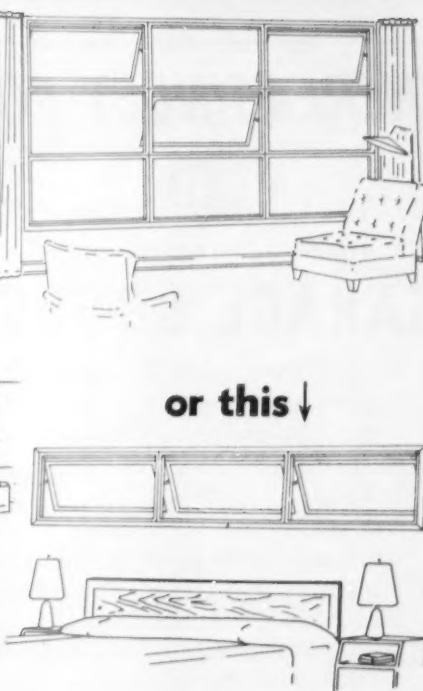
you can  
make this

or this ↓



Hundreds of  
Different  
Arrangements

or this ↓



**Only 4 sizes to stock!**



**NATIONAL WOODWORKS**

Box 5416

Birmingham 7, Ala.

## New Glazed Surface Applied to Concrete Block

A glassy finish has been successfully applied to a concrete block for the first time without impairing the structural strength of the concrete and without prohibitive cost, according to C. D. Clawson, president of the Ferro Corp., Cleveland, Ohio.

Called Glasface, the new block makes it possible to install a wall in a wide range of colors and finishes, including mottling and stippling. The finish is resistant to scratching and fire. It can be applied by the Ferro process to many expanded clay, shale, or blast furnace slag type blocks, but so far it is most applicable to lightweight aggregate types of block.

The process consists of taking a fine glazed powder and mixing it with water with an electric mixer, then spraying this material to the face of the concrete block. The block is then dried and fired at from 1160-1200 degrees F in a special type of kiln. Two coats of glaze are required for best results.

## Moves Woodwork Offices

Ponderosa Pine Woodwork, an association of ponderosa pine stock woodwork and lumber manufac-



**HARVEY CREECH**, advertising manager of the E. L. Bruce Co., Memphis, Tenn., since 1947, has been promoted to marketing manager. In his newly-created post, he will carry out his former duties and add the responsibility of coordinating advertising with sales and marketing operations.

turers, has moved its offices from 38 South Dearborn to 105 West Monroe Street in Chicago.

Robert H. Morris is manager of the association, which conducts an advertising campaign through the Buchen Co.

Rider and Keister, New York City, handle nation-wide publicity of panel doors, windows, cabinets, and other millwork products.

## List Surplus Property

Business men can be kept currently informed regarding availability of surplus property being offered for sale by the Federal government through a new service provided by field offices of the U. S. Department of Commerce.

A listing of the property is to be carried in the daily synopsis of proposed procurement and contract awards distributed by the Commerce department and its cooperating offices through an agreement between that agency and the Department of Defense and General Services Administration, which are in charge of the sales.

According to Merrill C. Lofton, Commerce department Atlanta manager, the listings will provide valuable advance information on the proposed sales, along with lists of goods and services wanted by the government and contracts awarded.

# INCREASINGLY POPULAR!



OVERHEAD, TRACK-TYPE, WOOD

## GARAGE DOORS

- Made of Western Ponderosa Pine with fir plywood panels
- Preservative treated for long life
- Can be painted to match color of garage and home
- Available with 8 wood panels or 10 wood and 2 glass panels as illustrated
- Hardware includes track, lock assembly with chrome plated handle and 2 keys, metal weatherstrip, angle iron supports, spring balance assembly



The outstanding quality features of IDEAL Wood Garage Doors make them easy to sell. It's smart to point out these advantages to your customers.

**DISTRIBUTED BY BUILDING MATERIAL JOBBERS**

**MADE IN THE SOUTH'S LARGEST STANDARD MILLWORK FACTORY**

## Materials in Use

(Continued from page 37)

last year decided on building a modern warehouse and taking in more of the old front warehouse for store and office requirements.

The warehouse is just as efficiently designed—and equipped—as the store. It has 14,000 square feet of enclosed space. The combination wood and steel trussed roof is 14 feet high. This permits high stacking of palletized materials of all sorts—cartons, cases, crates, roll and sacked goods.

A 3,000-pound Yale and Towne fork-lift truck makes short work of unloading freight cars at the railroad siding, and of loading delivery trucks on the yard side.

This is typical of the time and labor saved in handling materials with a fork-lift, when stored on pallets on a concrete floor:

By hand, McMahon said, it used to take four men a whole day to unload 1,200 bags of cement from a freight car into the warehouse. With the lift truck and pallets, it now takes two men just two hours!

But back to the Valley Supply Company's handsome new store. Space for it and related offices was tripled to now total 3,500 square feet. The main area shown in the large accompanying photo is 30 feet deep and 75 feet long.

Principal popular types of plywood, lumber paneling, windows, and doors are displayed in use as an integral part of the store, thanks to the contributions of the suppliers. Builders hardware, hand tools, power tools, and asphalt roofing are shown on island fixtures.

Valley Supply features a full stock of advertised Gleem-brand paints in the large department at the right end of the pictured display floor and offices. All related painting accessories and supplies are displayed here, too.

Being a "key dealer" of the U. S. Plywood Corp. and the Mengel Co., this Tennessee dealer features different types of their plywood and doors in the enlarged store. Side doors team a sycamore and a birch flush door, with top glazed panels. Covering the wall above is striated gum plywood.

The adjoining wall that encloses the manager's private office has a

"wainscoting" of Colorshake cedar shingles, stained in different colors, with the top wall finished in Surfwood etched plywood. The other side of this office is walled in with Korina blond mahogany plywood at top and striated plywood wainscoting with redwood finish. Awning-type wood windows are coupled vertically, opening in and out.

The front wall of the showroom is dressed with Weldwood rift white oak, sliced white oak, and other plywoods. Walls of the paint department are finished in ponderosa knotty pine.

On display and in use in the bookkeeping office is Novoply sliding closet fronts and striated plywood walls.

Truscon steel windows fenestrate the front of the showroom. A casement window is installed in the shipping office, along with ROW sliding and double-hung windows.

The only new lines added in the expansion of the Valley Supply Company's store are hand and power tools and paint accessories. As the Chattanooga public "catches on" to the air-conditioned comfort and convenience of shopping in this modern store, the management

## SEE THE FAMILY

### Sta-Dri Instant Water-Stop

—Quick setting hydraulic cement for plugging holes and leaks in cisterns, silos, pools, and basements. Stops running water leaks immediately.



**Sta-Dri Masonry Paint**—Decorates in white and 11 beautiful colors (at no extra cost). Holds 9 foot wall of water without leakage, even if applied inside a basement. Resists erosion. Stays white when wet.



**Sta-Dri Clear-Coat**—5% silicone water repellent for masonry. One treatment makes water bounce off porous masonry. Does not change color or texture. Dries out invisible. Stops efflorescence stains. Apply with brush or spray.



**Sta-Dri Link**—Bonding agent assures permanent bond of plasters and concrete to all surfaces such as wood, glass, metal, glazed tile, hardboard, slick painted surfaces, old plaster, stone, and concrete.

## BOOTH G-2 — Southeastern Dealer Convention and Building Material Show

Find out about...

- NEW PRODUCT DEVELOPMENT
- HIGHER PROFITS • GREATER VOLUME • TIE-INS
- AMAZING PERFORMANCE • PERSONALIZED SALES SERVICE



*masonry finishes and treatments*

American Sta-Dri Co., Brentwood, Md.







The beautiful, new showroom of the Chattanooga building supply firm is "hidden away" in the front of the warehouse seen above. In background can be seen area's famous Lookout mountain. Vice-president and general manager of Valley Supply is A. W. (Tony) McMahon. He's seated behind desk in his private office talking with Assistant Manager Dick Skurlock. The walls are covered with pre-finished American black walnut plywood.

anticipates a growing volume of business from Do-It-Yourselfers.

This firm was launched in 1947 by Weldon Osborne, who has developed housing projects, shopping centers, and a variety of business enterprises in East Ridge. This booming community is across the mountain from Chattanooga on the highway to Georgia.


Osborne fell in love with Chattanooga when he was transferred by the Noland Co., distributors of plumbing supplies, in 1930. Rather than be transferred again by Noland in 1935, a year after he

married a local girl, Osborne resigned and went into the home-building business.


After building over 400 homes in the Welwood Heights, Bleney Forest, and McDonald Hills subdivisions in the five years after the war, Osborne realized all these families in the East Ridge area needed better shopping facilities.

So he turned to building the Osborne shopping center.

But, except for his ownership, Osborne leaves the Valley Supply Company as a completely separate operation under the management of Tony McMahon. His other enterprises are regular customers of this firm which, as its slogan says, is "a friendly organization."



## SPECIFIED for DEPENDABILITY



### PENN-DIXIE CEMENT

*Corporation*

**Offices:**

- New York, N. Y.
- Boston, Mass.
- Nazareth & Philadelphia, Pa.
- Atlanta, Georgia
- Des Moines, Iowa
- Chattanooga, Tenn.
- Pittsburgh, Pa.

**Plants:**

- Bath & Nazareth, Pa.
- Penn Allen, Pa.
- Richard City & Kingsport, Tenn.
- Clinchfield, Georgia
- West Des Moines, Iowa
- West Winfield, Pa.

## Department Store

(Continued from page 41)

and floor displays pictured in this and the previous issue of **SOUTHERN BUILDING SUPPLIES**, this Atlanta dealer's new store includes these unusual displays:

An attic stairway and attic ventilating fan installed for demonstration purposes in a small framework of ornamental aluminum, flanked by a set of ornamental seats.

Model kitchens of Youngstown steel cabinets and sink, back to back, with one viewed from the street window and the other facing the central sales counter.

Another model kitchen of wood cabinets and appliances, including a ventilating hood and fan over the electric range.

A circle of sample interior, exterior, and screen doors that fan out around a steel column.

A roofing display with shadow boxes for comparing two sample boards under fluorescent light.

All the display fixtures in the

huge store were built of native white ash lumber, cut by Williams Brothers crews and dried, dressed, and worked in their mills and shops. So was the paneling and lumber for the private offices and cabinets in the expanded plant.

John's office is paneled in maple; Wendell's in poplar; Harold's in oak; H. R.'s in gum; the shipping, store manager's and estimating offices in white pine; the book-keeping office in yellow pine, and the millwork manager's in birch.

The appearance and effectiveness of the departmentized displays of the Atlanta building material store can be seen in the accompanying photographs, as well as in those of the hardware department which appeared in **SOUTHERN BUILDING SUPPLIES** exclusively last month.

One department or line that this dealer has expanded and emphasized in conjunction with this store development is builders hardware. Williams Brothers have become jobbers for such advertised brands as Stanley, McKinney, Skillman, Weslock, Lawson cabinets, as well as Ludman wood awning windows, Porter-Cable and Skil tools, Loxgreen tension win-

dow screens, and Keystone, Spred Satin and Valspar paints.

Williams Brothers sell a wide variety of other hardware at retail. Currently, this firm's hardware volume comes 25 per cent from lumber and hardware dealers, 35 per cent from contractors, and 40 per cent through retail store sales.

The company's price book and catalog—used by yard and store personnel, outside and wholesaler salesmen—discloses the wide range of supplies sold that classifies Williams Brothers in the "department store" league.

The line classifications are:

**LUMBER**—yellow pine framing, yellow pine sheeting, fir framing, hardwood, treated lumber, roofing strips and grounds, paneling, boards, molding, special items, and plywood.

**MILLWORK**—frames, louvers, door and window trim, blinds, columns, and mill-time on special jobs.

**MISCELLANEOUS**—disappearing stairways, stair parts, screen doors and windows, window units (their own make and ROW), sash balances.

**DOORS**—front, interior, French,



*Premier*  
TRADE MARK REG.

**LIST PRICES**

*Reduced as much as* **30%**

Write Today for NEW PRICE LIST CATALOG

**METAL TRIMS, INC.**

P. O. Box 1072 · YOUNGSTOWN 1, OHIO  
P. O. Box 632 · JACKSON, MISS.

louver, sash doors, special and sliding, and garage.

**BUILDING SUPPLIES**—usual hard materials, building boards, and insulation.

**ROOFING** — asbestos asphalt, and building paper.

**SIDING**—asbestos, asphalt, cedar shingles, and wood.

**HARDWARE**—as previously indicated.

What has the new "department store" and related advertising done to the sales volume of this fastest-growing Atlanta building supply outlet?

For the three months of June, July, and August this year, compared with that quarter of '53, cash sales were up 17 per cent.

Hardware sales were up 161 per cent.

Paint sales up 19 per cent.

Building material sales (other than lumber, hardware, and paints) up 27 per cent.

Come fair weather or foul, the Williams clan have planned to meet the needs for construction and maintenance in the mushrooming Atlanta area—and get their share of the profitable business!

## Christmas Profits

(Continued from page 38)

Wilcox not only advertised and promoted the Christmas purchase of its toys and Christmas trees, but also home improvements and repairs, ready-mixed concrete, wall-paper and paints!

Danger in selling toys, Banks-Wilcox learned, was in left-overs. That's why they instituted a year-round toy counter — it keeps up traffic in parents and takes pretty good care of left-overs.

This dealer team learned that people will pay \$15 or \$20 for the kind of toys they want. Some customers will wait for special orders to get particular toys for their children.

Toy displays should go up late in October, and Christmas trees about a month later.

## NAHB to Honor Designs

The National Assn. of Home Builders is sponsoring competitions for

the nation's outstanding new house design and for excellent neighborhood planning during 1954. Martin Bartling, Knoxville, Tenn., builder, heads the competition committee.

For the first time awards will be granted on a regional basis so that entrants will compete only against other builders in their own areas. Five geographical regions have been announced.

All entries must concern dwellings built during 1954 which meet FHA and VA minimum property requirements. The deadline is December 10.

Two nationally recognized architects and three builders will judge the competition.

The neighborhood planning awards will cover single family homes, apartments, shopping centers, and complete communities.

## Yes, "Operation Sizzle"!

A lumber dealer in Kingsport, Tenn., is still being chided for the name he chose for his one-day vermiculite insulation sale.

To tie in with the Zonolite Company's summer insulation drive, he called his promotion "Operation Sizzle."

A few hours after the sale ended, his lumber yard burned down!

Since

# HOPE'S

1818

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

ONLY  
\$225<sup>00</sup>

...covers the complete cost of HOPE'S STEEL CASEMENTS and screens for this attractive, modern home.

Where the finest construction materials are used, you will find Hope's Steel Windows. They provide value far beyond their cost. Their greater strength and rigidity prevent warping; their narrower frames admit more light and enhance any architectural style; their weather-tightness lasts the life of the building.

For full information, write for Bulletin 102SB.



E. D. Gritz Residence, Bellevue Forest, Arlington, Va.  
Henry DeLongfief, Architect and Builder

## HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



## WEL-BILT FOLD-A-WAY STAIRWAY

is built to  
**SELL**



A  
"Do-It-Yourself"  
Natural!



**STRONG, SAFE, SOUND.** Best materials and design to last many accident-free years.



**COMES COMPLETELY ASSEMBLED.** A handy complete unit with detailed instructions for installing.

**EASILY, QUICKLY INSTALLED.** Any carpenter or handyman can install Wel-Bilt with little time or effort—to gain extra room at small cost.

**WRITE FOR PRICES TODAY!**

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

MANUFACTURED BY

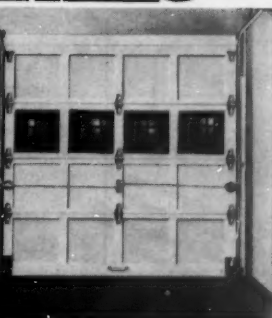
**THE WEL-BILT PRODUCTS COMPANY**

P. O. BOX NO. 95

MEMPHIS, TENNESSEE

## WAGNER

**"GLIDE-OVER"  
GARAGE  
DOORS  
and  
Electric  
OPERATORS**



**Model 53**—Built with "Tension" springs, in 34 stock sizes from 8' x 6'6" to 16' x 7'; 4 or 5 sections; panels solid or open as per specifications.

**Model 54**—Built with "Torsion" springs, in 34 stock sizes from 8' x 6'6" to 16' x 7'; 4 or 5 sections; panels solid or open as per specifications. Special sizes up to 24' x 24' for all residential, commercial or industrial needs.

**Custom Built Doors**—with raised, ornamental or flush sections produced according to individual specifications.

**"Automatic Doorman"**—Wagner's magic electric operator furnished for all makes of sectional overhead and most one-piece doors.

Write for Bulletin No. SB-54

*Also*

—Sawhorse Trestles — Scaffold Brackets —  
Folding Ladder Brackets — Farm Building  
Hardware and Specialties.

Ask for Bulletin SB-54H.

**WAGNER MANUFACTURING COMPANY**

CEDAR FALLS, IOWA, U.S.A.

## Put this colorful self-selection **SISALKRAFT**

display on your floor—and...

See it sell the  
"Take-Home"  
trade!



### CHRISTMAS SPECIAL:

Sell every customer a roll for wrapping packages to be mailed.

Cash in on this new market — the "Do it Yourself" home owner who can use a take-home size roll of Sisalkraft — and that means just about every customer who comes into your store!

There are many uses for this tough protective paper in every home, farm and garden — outdoor furniture covers, paint drop cloths, winterizing foundations, wrap for shipment or storage, tool cover and many more — every one a source of new profits for you.

**ORDER TODAY** this hard selling attractive floor display carton. Consists of 12 rolls 36 inches wide—100 sq. ft. each.

**AMERICAN  
SISALKRAFT  
CORPORATION** 585-10

Attleboro, Mass. • Chicago 6, Ill.  
New York 17, N. Y. • San Francisco 5, Calif.





# dealer NEWS

## MISSISSIPPI

**PASCAGOULA:** The City Lumber and Supply Co. has been granted a charter of incorporation listing capital stock at \$100,000.

**MARION:** A charter has been issued to the Cornish-Griffis Lumber Co.

## NORTH CAROLINA

**HIGH POINT:** Ferree Building Specialties, Inc., is incorporated to sell, manufacture, install, and deal in jalousie windows, doors, and related fixtures.

**THOMASVILLE:** An estimated \$1,700 cash and \$1,300 in checks were stolen here recently from the Black Lumber Co. The burglars also helped themselves to the contents of two candy machines and cold drink box.

**DURHAM:** A pre-dawn fire de-

stroyed the Cowan and Mitchell Lumber Co. September 5. The firm deals primarily in rough and dressed lumber. It has been operated for 12 years by brothers, W. L. and R. H. Cowan.

## WEST VIRGINIA

**MOUNDSVILLE:** The Moundsville Lumber Co. is rebuilding its facilities destroyed by a recent fire.

**WHEELING:** Over 150 lumber dealers in this tri-state area met August 31 at the Roberts Wholesale yard to study fire hazards and methods of preventing fire in lumber yards.

**HUNTINGTON:** The W. E. R. Co. has been granted a charter to conduct a building supply business.

**KERMIT:** T. L. Lambert, William H. Stepp Jr., and Robert J. Staker have incorporated the Kermit Lumber and Supply Co.

## MISSOURI

**SENATH:** Bill Mumma, formerly of Gideon, is now manager of the E. C. Robinson Lumber Co. He also held a similar position in Sikeston for four months.

**LATHROP:** Frank F. Momyer has been elected president of the Pickering Lumber Corp., succeeding Jack Rassenfoss, who retired because of ill health. Momyer joined the firm 30 years ago as a clerk.

**MOBERLY:** Moberly Concrete Products, Inc., is a new firm erected just south of here to produce ready-mixed concrete and concrete products.

**LIBERTY:** The Slaton Block Co., Inc., of Kansas City, has bought a 49-acre tract near Liberty for a concrete and Haydite block plant.

**SAVANNAH:** A 20'x54' shed has been added to the Hall Lumber Co. for increased storage space. Dwight Hall, owner, also announced the leasing of additional storage space one block from the yard site.

## TEXAS

**ANDREWS:** W. L. Blair, pioneer lumberman of west Texas, has opened a new lumber and hardware store here. The hardware department alone contains 4,000 square feet of floor space. Blair formerly managed the Forrest Lumber Co. in Andrews and at Lamesa.

**GOLDTHWAITE:** W. E. Summy has sold his interest in the Horton and Summy Lumber and Building Supplies firm to his partner, M. F. Horton. The partnership was formed six months ago when the two bought the J. H. Randolph Lumber Co.

**BROWNSVILLE:** J. R. Fitzpatrick has moved here from Corpus Christi to manage the Morris Lumber Co.

**COOPER:** Al Read, former manager of the Foxworth-Galbraith Lumber Co. in Cooper, has moved to Honey Grove to manage a yard there. His successor is Ernest Jones, who has been with the Temple Lumber Co. in Clarksville.

**AMARILLO:** The Cole Lumber Co. has moved to a new location, at 1308 West 7th. It has enlarged its supply of building materials and added a hardware department.

**CISCO:** Loyd Swindle is now

**TOUGHY TERMITE SAYS:**

**CELCURE® PROCESSED LUMBER  
MAKES LIFE TOUGH FOR US!**



When those wise architects, builders and contractors use CELCURE processed lumber, they make it mighty tough on us termites. For years we have tried to eat our way into those Celcured jobs but we fail every time.



ROT PROOF • TERMITE PROOF • ODORLESS • ECONOMICAL • CLEAN • PAINTABLE WHEN DRY



Be sure to specify Celcure® Processed Lumber . . .

It will save you time, worry and expense!

**Celcure® Processed Lumber available at your local lumber yards!**

Franchise rights in several productive territories are available

**AMERICAN CELCURE WOOD PRESERVING CORP.**

P. O. Box 3262

Jacksonville 6, Florida

assistant manager of the Burton Lingo Lumber Co. here. He has been with the firm's Tuscola yard since graduation from high school several years ago.

**OAK CLIFF:** Van M. Lamm, president of the Grogan-Lamm Lumber Co. and member of the Dallas school board, was named Man of the Month for September by the Oak Cliff Chamber of Commerce.

**SHERMAN:** Robert Brown has bought Davis Builders and Home Supplies from Jim Wallace. The building is owned by Mrs. Lyman Davis, widow of the founder.

**SAN ANTONIO:** The Ajax Lumber Co. has been granted a charter of incorporation.

**JACKSONVILLE:** J. E. Brown has resigned as Jacksonville Chamber of Commerce manager to become a partner in the Cobb Holman Lumber Co.

## LOUISIANA

**ARABI:** The Riverland Lumber and Hardware Co. has opened here. Edward H. Levitt, who has built many homes in St. Bernard parish, is president and manager. John A. Stassi is secretary-treasurer.

**SULPHUR:** The Roy A. Martin Lumber Co. of Alexandria has bought the J. H. Johnson Lumber Co. building and site in Sulphur. The facilities will be used for the new Pelican State Lumber Co. H. D. Allison is manager.

**SHREVEPORT:** G. B. Bracht and his wife have sold the B and B Cut Stone Co., which they have operated here for 26 years. The firm retains the same name but has been incorporated, with R. G. Mogg as president and active manager.

**NEW ORLEANS:** Clay W. Beckner has been elected president of the Joseph Rathborne Land and Lumber Co. He succeeds the late J. Cornelius Rathborne.

## SOUTH CAROLINA

**GREENVILLE:** The Apex Supply Co. has been incorporated to deal in building materials and to construct houses. Leonard E. Mates is president.

## GEORGIA

**SAVANNAH:** The Dixie Lumber Co. recently completed an attractive sales office and showroom, added to its old facilities.

**TOCCOA:** Frank Harbin, proprietor of the Harbin Lumber Co. at nearby Lavonia, has opened a new lumber yard here under the same name.

## ALABAMA

**TALLADEGA:** Fire and a series of minor explosions caused damage estimated at more than \$125,000 at the Bazemore Lumber Co. Explosions of drums of diesel oil hampered the fire department.

## KANSAS

**PITTSBURGH:** Dudley Dixon has been appointed manager of the Calhoun-Putnam Lumber Co. He was associated with the firm's yard at Frontenac for 18 years.

**SALINA:** The new name of the former Smoky Hill Lumber Co., which had been the Utt Lumber Co., is the Jack Kaufman Lumber Co. It is named after the owner, who moved here in 1952.

## FLORIDA

**ORLANDO:** Bob Cannon has sold his Cannon Lumber Co. to W. A. Brown, of Fitzgerald, Ga., and a silent partner, E. T. Whitaker, local developer. Cannon and his nine-year-old son are catching up with some "long due" deer hunting and fishing. Early in the season he bag-

ged two whitetail bucks that dressed out to 80 and 110 pounds.

**MIAMI:** The Lindsley Lumber Co. is building a new super-market at SW 27th Avenue and Coral Way, to replace the existing yard. All materials will be under cover when the modern building is completed.

**JACKSONVILLE:** The M and M Lumber Store held "open house" recently to introduce its facilities to the public. It is operated on a cash and carry basis by Russell R. Moore and W. E. Mashburn, who manages the store.

## KENTUCKY

**LOUISVILLE:** The Louisville Door and Hardware Installation Co. has been granted a charter, with capital stock authorized at \$100,000. Thomas C. Carroll, Alice E. Spahn, and Jeannette L. Adams are the incorporators.

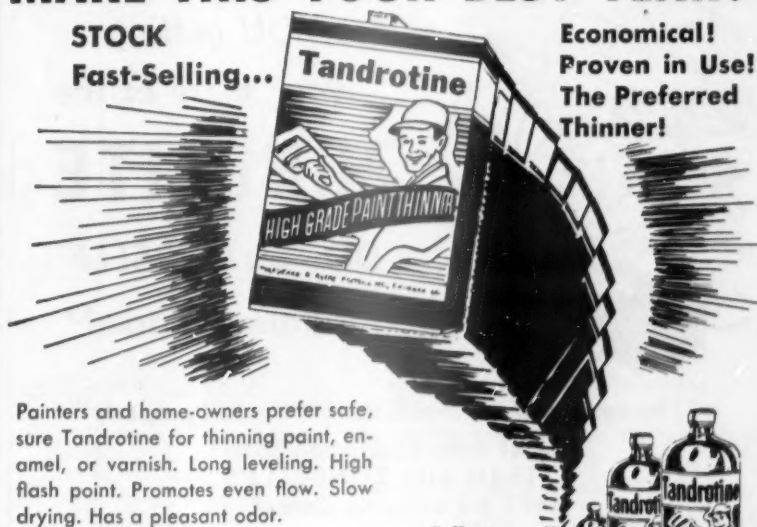
## TENNESSEE

**KNOXVILLE:** Morgan A. Schubert, of the Schubert Lumber Co., has bought 44 acres on Kingston Pike. He plans to sub-divide the property for a housing project.

## MAKE THIS YOUR BEST YEAR!

**STOCK  
Fast-Selling...**

**Economical!  
Proven in Use!  
The Preferred  
Thinner!**



Painters and home-owners prefer safe, sure Tandrotine for thinning paint, enamel, or varnish. Long leveling. High flash point. Promotes even flow. Slow drying. Has a pleasant odor.

Tandrotine is also superior for many other uses such as cleaning brushes and removing grease and wax.

Stock up now and enjoy more sales, extra profits.

Order from your jobber.

Gallons  
Quarts, Pints  
Half-Pints





## OBITUARIES

**WILLIAM B. TEAGUE**, 69. Managed yards in Hickory, Maysville, Enid, and Britton before heading R. L. Sweet Lumber Co. in Kansas City, Mo.

**SILAS JAMES TWILLEY**, 58. President of Simpson Street Lumber Co., Atlanta, Ga.

**FRANK H. MURRAY**, 54. Cleveland, Tenn., lumber dealer.

**J. M. PEERY**, 73. Owner of 100-year-old Peery Lumber Co., Brunswick, Mo.

**M. CLAUDE BAUGUSS**. Owner of Bauguss Lumber Co., Houston, Tex.

**JOHN WILLIAM VILBIG JR.**, 58, President of the Crescent Lumber Co., and vice-president of Vilbig Brothers, Inc., builders of Dallas, Tex., skyscrapers.

### Boost Fire Prevention

More than 5,000 lumber firms in the Midwest will receive visual fire-prevention instruction during the

next four years through a program conducted by the Lumbermen's Mutual Insurance Co., Mansfield, Ohio.

The interior walls and ceiling of the mobile unit are finished with Marlite birch woodpanels, readily wiped free of the acids and other chemicals which splash the walls during each demonstration.

The unit demonstrates how to prevent fires and what to do in case of fire.

### Approve Floor Finishes

Manufacturers of 175 different floor finishes, designed for use on heavy-duty and gymnasium floors of maple, beech and birch, have had their products checked for conformance with the Maple Flooring Manufacturers Association's specifications.

The specifications require finishes to meet high standards in tests of their resistance to liquids, skinning, and abrasion, and of their drying and waxing properties, clarity and color, non-volatile content, flash point, hardness, viscosity, and elasticity.

Finishes that meet MFMA specifications are placed on the association's published list of approved finishes. Their manufacturers then may advertise and sell them as MFMA-approved finishes.



Thomasville, N. C., claims the world's largest authentically-scaled Duncan Phyfe chair, six times as big as the one originally designed by Phyfe. Erected by the Chamber of Commerce, the chair is explained to visitors by the marker: "The Chair is an exemplar and inspiration for future generations to emulate and perpetuate the achievements of our time-honored furniture designers and craftsmen . . . The original chair was the creation of the famous American designer Duncan Phyfe." The chair stands 18' above the base and has 135 square feet of seating space.

### Standard Firm to Make Building Products, Too

The Standard Products Co. of Cleveland, Ohio, has formed a new building products division. Sales manager for the firm's new line of window channel and weatherstrip is J. P. Dacey, former Boston, Mass., contractor and manager of Chesley Industries.

From general sales offices in Detroit, Mich., Standard Products will offer a complete engineering service to manufacturers of windows, storm doors, sliding panels, and similar building products.

R. E. McIntyre, executive vice-president of Standard Products, which is the world's largest producer of automotive window channel and weatherstrip, explained his company's expansion into the building industry as follows:

"Weatherstrip as used by the automotive industry is the most effective seal against air infiltration. It is this same basic principle that we intend to adapt and supply to the building industry. Research and tests by outside laboratories have proved that application of high-pile fabric to the opening perimeter of doors and windows will increase efficiency from air infiltration as much as 66 per cent.

"We believe the same benefits can be built into homes, and we have developed channel and weatherstrip to do this job at minimum cost."



Are YOU getting  
your share of the  
**ZONOLITE**  
"DO IT YOURSELF"  
Insulation Market?

"The easiest of all insulations to install properly"

**Boost Your Insulation Sales!  
TIE-IN with ZONOLITE'S  
Nat'l Advertising Campaign**

With the "do-it-yourself" home insulation market bigger than ever, Zonolite is launching "BUCKS IN THE BANK," the most powerful home insulation advertising campaign ever staged. Zonolite ads will run through fall and winter in such magazines as "Life," "Saturday Evening Post," "American Home," and others—PLUS—112 newspaper magazine supplements. Professionally prepared ad mats for use in local newspapers will help boost your insulation profits.

**For further information see us at Booth D-4 at  
SOUTHEASTERN BUILDING MATERIALS SHOW**

**SOUTHERN ZONOLITE COMPANY  
No. 1 Zonolite Place Atlanta, Ga.**

## Dolcater Is Hoo-Hoo's New Snark; Cats Report and Frolic in Houston

NEW HIGHS in entertainment, fellowship, and attendance were set at the 63rd annual convention of the Concatenated Order of Hoo-Hoo at the Shamrock Hotel in Houston, Tex., September 6-9. A total of 444 Cats, their wives, and associates registered for the social and business sessions.

Secretary Ben Springer, of Milwaukee, reported a five-per-cent increase in net membership for the year. He said active members totaled

12,784 as of September 1 and that the last Hoo-Hoo name-number issued was 62247.

The membership increase was brought about by the staging of 121 concatenations throughout North America that qualified 1,773 new Cats and the reinstatement of 262 old members. Thirteen new local clubs were formed during the year.

The new Hoo-Hoo clubs included those at Columbia, S. C., and Hampton Road, Va., in Jurisdiction IX, and that at Pine Bluff, Ark., in Jurisdiction VII.

John H. Dolcater, 37372, of Tampa, Fla., was elected snark of the universe after four years of intensive service on the Supreme Nine from Jurisdiction IX. Donald L. Moore, 51631, editor of SOUTHERN BUILDING SUPPLIES, was elected Jurisdiction IX member and drew the title of junior Hoo-Hoo to replace Dolcater on the Supreme Nine.

All members of the Supreme Nine except one were replaced as the fraternity tightened its ranks for more extensive expansion. The continuing member is Roy G. Leitch Jr., 53398,

Jur. II, gurdon, from Detroit, Mich., where the 1955 convention will be held. The other Supreme Niners include:

Jur. I—John J. Santoro, 52280, supreme Hoo-Hoo, Newark, N. J.

Jur. III—Ernie Wales, 45412, cus-tocatian, Spokane, Wash.

Jur. IV—Robert A. Mason, 53559, scrivener, Memphis, Tenn.

Jur. V—Donald Barclay, 37595, arcanoper, Toronto, Ontario, Canada.

Jur. VI—George Clough, 46020, senior Hoo-Hoo, Downey, Calif.

Jur. VII—Harry A. Stockmann, 35961, bojum, St. Louis, Mo.

Jur. VIII—Wilfred E. Gits, 47310, jabberwock, St. Paul, Minn.

Retiring Snark of the Universe John B. Egan, 45206, St. Paul, Minn., was elected president of the Hoo-Hoo corporation, succeeding Art Geiger, 48505, Tacoma, Wash. Vice-President Harry F. Partridge, 1983, Minneapolis, and Secretary Ben F. Springer, 34265, and Treasurer Edwin F. Fischer, 41901, both of Milwaukee, were re-elected.

Atlanta, Ga., and St. Louis, Mo., delegations extended bids for the 1957 national Hoo-Hoo conventions. San Francisco was confirmed as the 1956 convention site.

Over five hours were spent by local delegates and state and regional officials detailing their meeting

## hoo-hoo LOG

Following initiation of six Kittens, South Carolina's first Chapter received its charter on Sept. 20. Supreme Junior Hoo-Hoo Don Moore, 51631, made the presentation to President Harry Cleland, 59751, in behalf of Columbia Hoo-Hoo Club No. 162. Other Columbia officers are Vice-President J. L. McCallum, Secretary W. A. Hamson, and Treasurer F. C. Clark. . . . Seventy-five lumbermen enjoyed the September 18 joint outing of the Charlotte Hoo-Hoo Club and retail dealers' association. Joe Gall, 59729, was elected president of the Cats. Other officers are Herbert Baxter, v.p.; Woodie Kendall, sec.; and Rahl George, treas. Softball, a buffet supper, and a floor show gave the gang a workout. . . . Tampa Hoo-Hoo Club No. 56 entertained 42 kids from the Tampa Children's Home over a week-end at the Baptist assembly grounds. New Tampa officers are James M. Branch Jr., 51956, president; Otho Graham, v.p.; W. R. Davis Jr., sec.; and Hugo Schmidt, treas. . . . Leading the St. Petersburg, Fla., Cats this 63rd year of the order are Robert A. Francis, 48264, president; Henry McWhorter, v.p.; William J. Homer Jr., sec., and Lorin B. Smith, treas. . . . Panhandle Plains Club No. 8 in Texas had a concat and installation of new officers in Amarillo's Herring Hotel on Sept. 11. The new officers are Wayne Phillips, 56180, president; Rad Barrett, v.p., and John Huffines, sec. treas. . . . After hearing the convention's bureau's head man, Frank Crawford, explain how conventions are attracted to the Georgia capital and put on successfully, the Atlanta Cats got enthusiastic at their Sept. 20 meeting over the prospects of being hosts in 1957 to the International Hoo-Hoo convention.

## FUSSY CUSTOMERS?

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answer



the price is right  
call or write  
today  
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### When Quality In Lumber Counts, You Win, You Profit

The Lightsey timber acres are maintained by our own highly skilled forestry department. Because of this long range forestry program Lightsey Brothers are able to guarantee absolute top quality lumber . . . today and tomorrow . . . for each customer.

All lumber is grade-marked according to strict Association Standards.

- Careful loading protects your shipment
- Prompt, courteous service—ship by rail or truck
- Manufactured by modern milling machinery
- Lumber selected from our own timber acreage

Mixed cars available at all times

mouldings, flooring, casing, finish stock sheathing, boards and dimension

# LIGHTSEY BROTHERS

MILEY, SOUTH CAROLINA

Manufacturers of band sawn:  
M. C. Pine, Hardwoods, Cypress,  
End Matched Pine, Oak, Maple  
and Gum Flooring



Above is the first group picture of the new Supreme Nine and officers of the International Concatenated Order of Hoo-Hoo, following their election at the Houston convention.

Standing, left to right, are Roy Leitch Jr., Detroit, gurdon; John H. Dolcater, Tampa, snark of universe; Edwin F. Fischer, Milwaukee, treasurer; Ben Springer, Milwaukee, secretary; and John B. Egan, St. Paul, retiring snark and new corporation president.

Seated, from left: Ernie Wales, Spokane, custocation; Harry A. Stockmann, St. Louis, bojum; John J. Santoro, Newark, N. J., supreme Hoo-Hoo; Wilfred E. Gits, St. Paul, jabberwock; Donald Barclay, Toronto, Canada, arcanoper; George Clough, Downey, Calif., senior Hoo-Hoo; and Donald L. Moore, Atlanta, junior Hoo-Hoo. Robert A. Mason, Memphis, new scrivener, was absent.



The Houston convention chairmen and three ancient Cats gave out with "The New Hoo-Hoo Song" in the Shamrock room. Chairman W. A. (Bill) Russell is at the piano, and E. B. Meroney, vice-chairman, stands at left. The other singers include R. G. Brown, 11166, Carthage, Tex., member of Dallas club; Gaines D. Whitsitt, 17600, rameses 35 of San Antonio, and Edgar R. Dumont, Life 3936, New Orleans.

programs, projects, and membership drives.

Prof. C. H. Shumaker, director of the institute of building material distribution at Southern Methodist University, Dallas, and Dr. Kenneth McFarland, educational consultant and noted lecturer of Topeka, Kan., were the two luncheon speakers.

Shumaker urged the lumber executives to pay more attention to improving employee relations. He said every employee anticipates fair compensation, recognition, and advancement in a job, and that employers should positively plan to provide these or justify circumstances otherwise.

McFarland stressed the point that the Eisenhower administration had given private industry and enterprise the green light again. He chided persons who asked for a competitive economy and then complained about the two-way effects of the natural laws of "supply and demand."

Chairman Gene Ebersole, 46193, in his report for the Committee

on Education, reviewed progress through the various educational programs sponsored by the lumber industry.

Reporting for the Committee on Wood Promotion, Chairman Virgil Peterson, 46122, exhorted the Cats to "never lose sight of our basic mission — the promotion of forest products. In behalf of wood, we will resist with all our power the unfair, the unjust, the discriminatory. This is the challenge and opportunity of Hoo-Hoo."

So thoroughly did the Texas Hoo-Hoo clubs demonstrate Southern hospitality and superlatives that Supreme Hoo-Hoo "Windy" Oldham, 42722, Dallas, was playfully presented a gilded shovel. The

Texas round-up party at the Detering estate included an outdoor show by the sheriff's mounted posse, a chuck-wagon barbecue dinner, and dancing to Papa Celestin's Original Dixieland Band out of New Orleans.

A water show by the Shamrock Hotel's famed Corkettes, a boat trip down to San Jacinto monument and the Battleship Texas, and a colorful buffet dinner and dance at the Houston Club completed the fare of mixed entertainment.

The resolutions committee was profuse in its thanks to the nine host Texas Hoo-Hoo Clubs and to the many Cats who staged the convention under the chairmanship of W. A. (Bill) Russell, 50220, and Vice-Chairman E. B. Meroney, 51594.



## Glass Beehive

(Continued from page 39)

has an irresistible fascination for humans."

Sandler got his start in bee culture and bee knowledge when he installed a complete line of apiary supplies and promoted the sale of bees and necessary equipment to farmers of the region.

To stimulate interest, he installed a hive under glass in the front of the store. After five years, however, the drouth set in and the bee business slumped. But by that time both Sandler and Davis had become so absorbed with their study of bees that removal of the glassed-in hive was out of the question.

"I can come into the office tired, hot, and perhaps concerned with some problem, and find relaxation and rest by watching the bees," says Sandler. "I learn something new about them every day."

"It would be impossible to estimate the time Davis and I have spent watching the bees. Neither of us ever read much except at first, when we had to know how to handle them and change queens, which we do occasionally. The chances are we would rate now as near-experts, but we learned nearly all we know about bees by watching them."

Sandler seems to have an inexhaustible supply of information about bees—some of it is somewhat startling.

(For more interesting details, send your name and address to GLASS BEEHIVE, Southern Building Supplies, 806 Peachtree Street, N. E., Atlanta 5, Ga.)

After the drouth killed the bee business, the company hive was moved to a location on the glass partition that enclosed Sandler's office. Often school classes are so large they must be divided, with Sandler lecturing in his office and Davis on the opposite side of the partition.

The Cisco Lumber and Supply Company employs 17 workers and has expanded in spite of the drouth, which cut deeply into lumber sales. Under drouth conditions, Sandler reasoned it was impractical for four lumber yards in a community of 5,200 population to expect to survive on lumber sales alone.

So he began adding related and unrelated lines that people would buy. The company now stocks about 30,000 items. Among these

is a needle threader, for which the company took all Texas and Oklahoma territory.

Meanwhile, what started under the management of Davis as a small, retail electrical department, drawing customers from a radius of 25 to 30 miles, has developed into a distributorship that does business in a radius of 75 miles. The electrical business is so successful that it is now established in a separate building as a separate company.

## Groom Gets Tool Shower

Feeling that brides should not have a monopoly on showers, friends of a prospective bridegroom in Huntington, Ind., surprised him with a tool shower. The 30 guests presented him with 30 different tools—saws, pliers, chisels, electric hand drill—that fit into a chest.

The shower was arranged by *American* magazine and a dealer as a hardware promotion. The magazine has prepared a point-of-sale kit for advertisers.

Invitations instructed each guest to pick up his present at Geedy-Corey so that items could be checked off the list to eliminate duplication.

## Steel Body Contributes Funds to Private Colleges

The United States Steel Foundation, Inc., has launched an aid-to-education program centered around \$700,000 financial support for liberal arts colleges for 1954.

"We are aware," Benjamin F. Fairless, chairman of the board, said, "that a large number of the private liberal arts colleges in the United States are today operating at a deficit, and we are pleased to join with other foundations and with industry, generally, in doing something toward relieving the serious financial plight of many privately-supported colleges."

"It is quite apparent that these colleges and universities, operating without tax support, urgently need capital and general operating funds to provide for growing student bodies, to strengthen independent undergraduate education, and to improve the incentives now offered for the highest quality of free and independent teaching."

A total of 137 colleges will be financially aided in the states of Illinois, Indiana, Ohio, Pennsylvania, Alabama, California, Kentucky, Massachusetts, Minnesota, New Jersey, Texas, Utah, Virginia, and West Virginia.



**RA-TOX**  
FOLDING DOORS

THESE  
*plus features*  
**BOOST SALES**

- Woven of select, smooth-sanded Northern Basswood slats.
- Sturdy nylon glides travel quietly in overhead hardwood track.
- Transparent hangers have stainless steel fasteners to prevent corrosion.
- Modern handle-latch set is exclusive Walter Dorwin Teague design.

Ra-Tox Folding Doors are surprisingly low in cost. Write for Folder 706-A.

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MILLIONS of  
WINDOWS  
NEED



**PULLMAN** *Lifetime*  
**DO-IT-YOURSELF**  
REPLACEMENT  
**SASH BALANCES**



**Guaranteed! Foolproof!**  
**Easy to Install!**  
**MARKET-TESTED!**

Do-it-yourself kit makes it easy for anyone to replace worn or broken sash cords in minutes. You don't have to remove the window. Nothing to do but take out the old pulley and replace it with Lifetime Balance. Householders, landlords, handyman-carpenters buying by hundreds in test stores. Display unit sells for you. Your jobber has it, or for full details, write:

**PULLMAN**

MANUFACTURING CORPORATION  
325 HOLLENBECK STREET  
ROCHESTER 21, NEW YORK

## Annual Meetings Set for Material Suppliers

The LaSalle Hotel in Chicago, Ill., will be the site of the annual meetings soon of the Architectural Woodwork Institute and the National Building Material Distributors Assn.

Formed by 63 special millwork manufacturers last October, the AWI will hold its second annual convention at the LaSalle Hotel on October 15 and 16. More than 300 persons are expected to attend, according to President Charles A. Rinehimer, of Elgin, Ill. The AWI membership is now approaching 275 woodwork firms and their suppliers.

Three panel discussions and a Brass Tack Idea-Exchange Clinic will comprise the program of the two-day convention of the building material distributors at the LaSalle Hotel on November 15 and 16. Subjects of the panel sessions will be diversified lines and new products of interest to the building material distributor, material handling and space utilization, and how to finance business for future growth.

San Diego, Calif., will be the site of the 1954 convention of the Structural Clay Products Institute. The masonry makers will meet at the Hotel del Coronado, November 6-10. More than 500 manufacturers, dealers, architects, contractors, and homebuilders are expected to attend.

Concurrent meetings will be held of the affiliated Architectural Terra Cotta Institute and the Structural Clay Products Research Foundation.

## Three Dealers Win Central Woodwork Tours

Three packaged tours for two were awarded to retail dealers during a recent promotion by Central Woodwork, Inc., Memphis, Tenn.

Every dealer who purchased at least \$100 worth of merchandise, when called on by a Cenwood representative, received a ticket stub. Three stubs were drawn by Barbara Jean Bridgeforth, Miss Memphis of 1954, to determine prize-winners.

The Mayes-Howard Lumber Co., Covington, Tenn., won the tour for two to Jamaica. The Howard Powell Lumber Co., Brownsville, Tenn., won the Bahamas trip. The Creswell Lumber Co., Milan, Tenn., the Cuba trip.

As evidence of the success of the promotion, Vice-President Clark E. McDonald reported that many dealers bought more during this July and August than during all 1953!

McDonald also announced that the firm has added an International cab forward truck designed to hold 7' doors standing up. The van length of 16'4" will take two stacks of 8' plywood.

## Sander-Cederlof Moves

Sander-Cederlof and Associates, manufacturers' agents and commission lumber salesmen in the South since 1946, have moved their headquarters from Houston, Tex., to Tallahassee, Fla. The new mail address is P. O. Box 682.

The move was made to put the main office in a more central location, reducing the traveling of H. Walker Sander-Cederlof.

A branch office has been opened in Boynton Beach, Fla., with H. D. (Bud) Bogardus in charge. Mail address for this office is P. O. Box 997.

## STRICTLY wholesale

ORLANDO, FLA.: H. C. Ecker has opened the **Wholesale Lumber Co.** at 1601 South Atlanta Avenue here. The firm will sell West Coast and Southern lumber to retail yards and millwork plants in central Florida.

NEW YORK, N. Y.: S. W. Antoville, president of the **U. S. Plywood Corp.**, has announced his firm's purchase of Canadian Plywoods Ltd., largest independent wholesale plywood distributor in Canada. With the firm's other subsidiary at Toronto, the firm will be operated as Weldwood Plywood Ltd.

MARION, S. C.: A charter of incorporation has been granted to the **Wholesale Builders Supply**. Elliott Finger is president.

NASHVILLE, TENN.: The Dixie **Wholesale Building Supply Co.** recently opened here. It was organized by Stanley A. Osborne, president. He has announced plans to open branch warehouses at Paducah, Ky., Huntsville, Ala., and Chattanooga, Tenn.

AUGUSTA, GA.: Ben W. Haynes has been promoted to assistant sales manager for yellow pine by the **Georgia-Pacific Plywood Co.** He joined the company in 1950, leaving briefly for a tour of duty with the armed services in Europe.

LAKE CHARLES, LA.: The **Davidson Sash and Door Co.** has been granted a permit to build a \$52,000 addition to its building on North Ryan.

### MANUFACTURERS REPRESENTATIVES

Wanted to sell our folding stairway to jobbers. Exclusive territories. Several States available.

**CENTURY MANUFACTURING COMPANY**  
420 North Waldron Blvd. — Phone 36-8916  
Memphis 5, Tennessee

# REVOLUTIONARY!

**New Way to apply Plywood!**

**No Nails! No Nail Holes!**

**No Clamps! No Presses!**



## Weldwood® CONTACT CEMENT

Now, make this profitable "companion" sale every time you sell plywood! Also wonderful for applying Micarta, Formica, and other plastic laminates. Big national ads start Sept. — *don't lose sales* because you're not stocked. Order from your supplier now!

### Other Profitable Weldwood Wizards

**New Weldwood Presto-Set® Glue** — ready mixed, sets fast, bonds like magic; **Weldwood Plastic Resin Glue** makes a highly water-resistant joint stronger than the wood itself; **Firzite®** — white for blinding, pickling, undercoating; **clear** for taming wild grain on fir plywood or soft woods; **Satinlac®** to bring out and preserve the natural grain and beauty of any wood.

**UNITED STATES PLYWOOD CORP.**  
 New York 36, N. Y.

**and U. S.-MENDEL PLYWOODS, INC.**  
 Louisville 1, Ky.

Branches in Principal Cities—Distributing Units in Chief Trading Areas

**"LET'S GET DOWN TO CASINGS..."**



**STOP**  
 FOR THE  
**QUALITY LINE**

**The Lathers' choice in STEEL PLASTER GROUNDS**  
 (FOR DOORS AND WINDOWS)

- ▶ True, precision-rolled shapes.
- ▶ Hot, galvanized steel — excellent paint adherence.
- ▶ Decorative, Sanitary, Fireproof.
- ▶ 1/2" — 3/4" — 7/8" grounds for all styles.
- ▶ Standard 7', 7' 3", 10' lengths.

At Building Material Dealers or Write Dept. SB5

# CASINGS INC.

**2408 N. FARWELL AVE.**  
**MILWAUKEE 11, WIS.**

6 Conveniently Located Warehouse Inventories  
 for Fast, Efficient Nationwide Service



**NOW! A Caldwell**  
Spiral-Spring Sash Balance  
For Every Application

## THE ALL-NEW **HELIX**

For institutional and  
commercial sash  
weighing up to 70 lbs.

### CHECK THESE FEATURES

1. Requires no head or side room, no mortising of frame.
2. 25% less wood removed in routing. Fits round or square groove.
3. Specially designed for quick and easy installation.
4. Pretensioned at factory. No adjustment needed up to 5 lbs. variation.
5. Further tension adjustment easily made after balance is installed.
6. Seamless, rustproof aluminum tube.
7. Guaranteed for the LIFE of the building.

Write today for new HELIX Catalog sheet and installation details.

## The Dependable **SPIREX**

For residential sash  
weighing up to 30 lbs.

### HAS 7 BIG ADVANTAGES

1. Can be installed while sash is in or out of frame.
2. Adjustable after balance is installed.
3. Only 3-4 turns required to tension balance for 24" x 24" sash.
4. Positive lifting power.
5. Fits round or square groove either  $\frac{1}{2}$ " x  $\frac{1}{2}$ " or  $\frac{3}{8}$ " x  $\frac{3}{4}$ ".
6. Quiet operation.
7. Shipped in durable telescoping carton with easy size number identification.

Available in all sizes.

Remember — Caldwell also manufactures a complete line of Clock Spring Sash Balances.

**Caldwell**  
CALDWELL MANUFACTURING COMPANY

63 COMMERCIAL ST., ROCHESTER 14, N. Y.

## LOW-COST INSTALLATION OF ACOUSTICAL TILE



This workman is using the new "Ful-Spline" System of installing 24"x24" Fiberglas acoustical tile on wood furring strips and nailable surfaces by special staples and aluminum splines. The system is said to cut the cost considerably of installing this non-combustible tile, guaranteed not to force staples to work loose by expansion or contraction. An air or hand tacker using 9/16" staples is used to hold the aluminum spline in a fixed position, in the tile's kerfed edge. At the same time, the tacker guides the staple to prevent bending and halts it in flight, flush with the face of the spline.

### Directs LDRC Research



RAYMOND H. HARRELL research assistant professor of the Small Homes Council, University of Illinois, has been made research director of the Lumber Dealers Research Council.

He has served the home council since 1948. He has been especially active in the field of time study, cost analysis, construction procedures, and techniques.

After service in the Army as a captain during World War II, Harrell was graduated in 1949 from the University of Illinois with a B. S. degree in management.

He helped with research on the

Lu-Re-Co panel system of construction, sponsored by LDRC and carried out by the Small Homes Council.

## Get The Details

ON THIS NEW  
MONEY-MAKING PRODUCT  
AND MONEY-MAKING

### SALES PLAN

THE WORLD'S  
FINEST  
ALL-EXTRUDED  
ALUMINUM  
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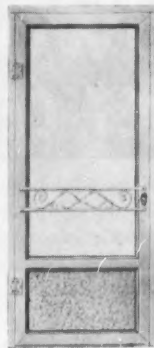
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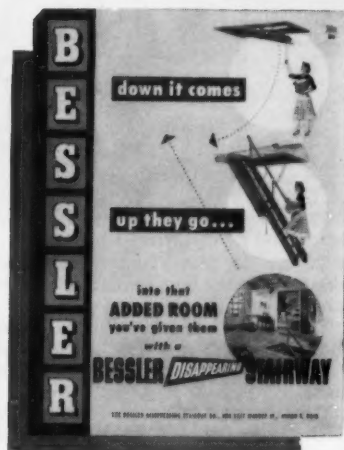
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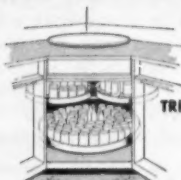
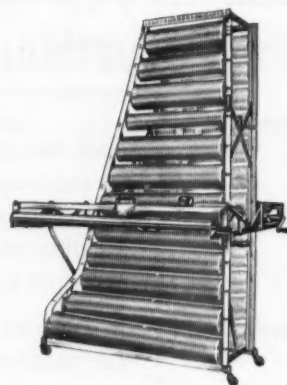
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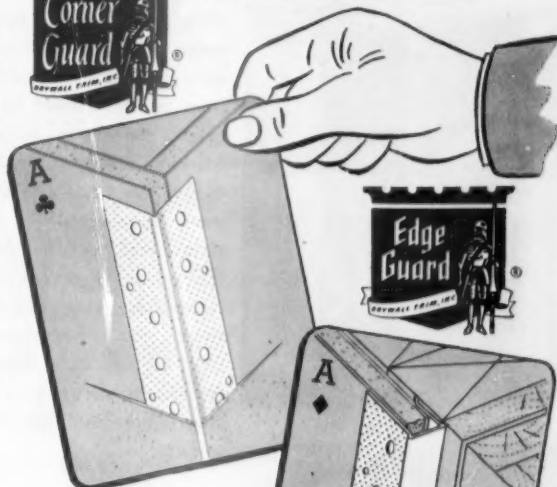
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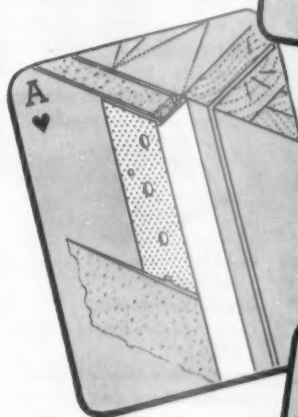


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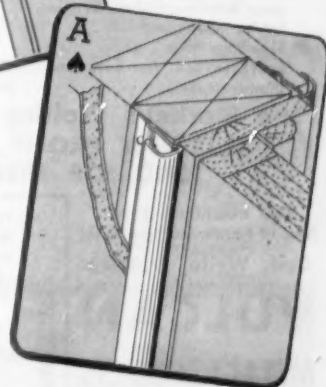


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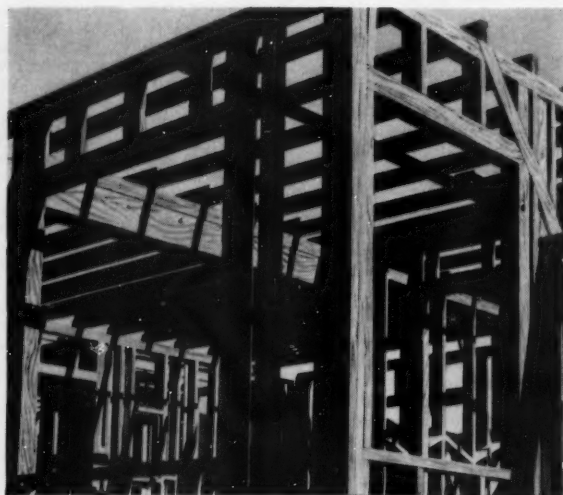
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For awnings,  
canopies, partitions



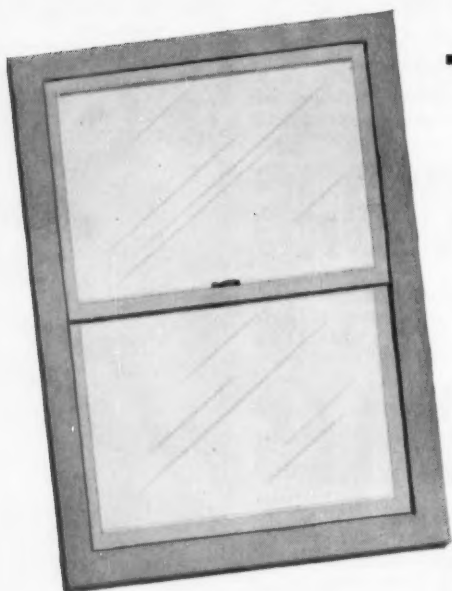
For carports,  
fences, greenhouses



For industrial  
skylights & sidelights

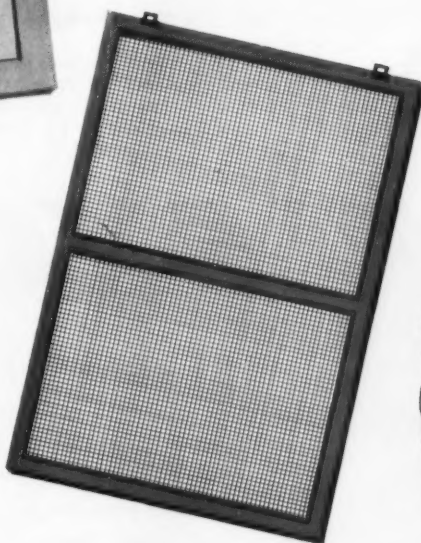
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